

# **GROWTH SUMMIT**

**TURF+ORNAMENTAL CARE**

2023

## **PROGRAM GUIDE**

Dec. 4-6, 2023  
Reunion Resort  
Orlando, Florida



# Welcome to the 2023 Landscape Management Growth Summit!

We're thrilled to have you here with us. Now in its 11th year, this will be the largest *LM* Growth Summit ever ... and we couldn't do that without you coming to Orlando to join us.

I believe this will be a different event than any you've ever attended. The size of the group makes it so that everyone has a realistic chance to meet every other attendee ... all lawn care operators, partners and *LM* staff can interact together over two-and-a-half days over breakfast, lunch and dinner ... as we witness demonstrations and presentations together ... over a round of golf ... or poolside, with a cold drink in our hand.

This program is your guide to the people and partners of the event. Take a look and see who all is here. Maybe someone mentioned a favorite movie or sports team you also love. Maybe another attendee lives in a town where your family used to live. Perhaps there's a manufacturer here you've always been wondering about, and this is your chance to learn more while meeting the people behind the machines.

The last page of this program is a list of my team at *LM*, the men and women who make the magazine, the website and our events possible. We're here to host you and make sure you get the most of your *LM* Growth Summit experience. If there's anything we can do to help out, please reach out to one of us.

An old friend used to always tell me, "the rising tide lifts all boats." Let's share these next two-and-a-half days together with that vision in mind... to grow these lawn care companies, to strengthen these partnering companies and to better *Landscape Management*.

I look forward to meeting all of you personally, and I thank you again for your support of *Landscape Management*!




Seth Jones  
Editor-in-Chief  
*Landscape Management*



*LM*'s Seth Jones with *LM* Growth Summit attendee Larry Ryan (middle) and Taylor Milliken, Milosi, during their panel discussion on culture at the 2023 Equip Expo. Do we see some additional *LM* Growth Summit attendees in the crowd?

# AGENDA

## Monday, December 4

11:00 a.m. – 3:00 p.m.	Registration + Check-In (Grande Lobby)
3:00 p.m. – 5:30 p.m.	Meet the Partners Presentations (Grande D)
6:30 p.m. – 9:30 p.m.	Welcome Reception (Eleven Restaurant)
	<i>Sponsored by</i> 

## Tuesday, December 5

7:00 a.m. – 8:00 a.m.	Breakfast + Panel Discussion (Eleven Restaurant)
8:10 a.m. – 11:20 a.m.	Individual Meetings (Grande Tower Suites + Outdoor Demo Area)
12:00 p.m.	Group Photo (Driving Range)
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)
	<i>Sponsored by</i> 

## Wednesday, December 6

7:00 a.m. – 8:00 a.m.	Breakfast + Panel Discussion (Eleven Restaurant)
8:10 a.m. – 12:20 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

## Albaugh Specialty Products



1525 NE 36th Street  
Ankeny, IA 50021  
800-247-8013

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

**Twitter:** @AlbaughTurf

Albaugh, LLC, a privately owned U.S. limited liability corporation, founded in 1979, acquired the Prime Source line of specialty products in 2020. Headquartered in Ankeny, Iowa, with manufacturing centrally located in St. Joseph, Missouri, Albaugh has grown from a one-truck operation with the goal of delivering high-quality products and great service at competitive prices to a global business serving the agriculture and green industry markets. By acquiring Prime Source, Albaugh made a genuine commitment to the specialty market, while maintaining the same outstanding service and support as well as the continued development of the growing value-added specialty products line. In the fall of 2023, to establish consistent name recognition across all markets, Prime Source was renamed Albaugh Specialty Products. Today, the ever-expanding portfolio of fungicides, herbicides, insecticides, PGRs and related products is indicative of Albaugh Specialty Products' robust dedication to the industry.

### Company representatives:

Russ Mitchell, Director, 919-607-6575, [russm@albaughllc.com](mailto:russm@albaughllc.com)  
Bret Corbett, Product Development Manager, 919-791-8837, [bretcorbett9@gmail.com](mailto:bretcorbett9@gmail.com)

## Coalmarch by WorkWave



101 Crawford's Corner Road Suite 2511-W  
Holmdel, NJ 0733  
800-762-0301

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

**Twitter:** @Coalmarch

For more than 15 years, Coalmarch by Workwave has delivered practical and innovative digital marketing, team management and recruiting management platforms for the pest control, lawn care and HVAC industries. They have their eye on the latest trends, the systems and strategies in place to refine effective custom strategies, and the depth of knowledge to execute flawlessly. With their combined expertise in the home service field and top tier digital marketing solutions, they are focused on helping their clients achieve sustainable, scalable growth while hitting — and often exceeding — their goals.

### Company representatives:

Joe Yacano, GVP Enterprise Sales, 866-926-9820, [joseph.yacano@workwave.com](mailto:joseph.yacano@workwave.com)  
Jeff Davis, SVP Coalmarch, 502-212-5161, [jeff.davis@workwave.com](mailto:jeff.davis@workwave.com)

## FieldRoutes



4500 Eldorado Parkway Suite 3200  
McKinney, TX 75070  
833-ROUTES1

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

**Twitter:** @FieldRoutes

FieldRoutes is a Cloud-based and mobile SaaS provider for field service businesses. The platform automates all aspects of field service operations for enterprise and small business customers that span office management, advanced route optimization, payment processing, digital sales, marketing, and customer acquisition solutions that accelerate growth, streamline operations, increase customer retention and maximize revenue.

### Company representatives:

Summer Lowe, Implementation Training Lead, 214-432-7868, [summer.lowe@fieldroutes.com](mailto:summer.lowe@fieldroutes.com)  
Eddie Barajas, Customer Success Manager, [eddie.barajas@fieldroutes.com](mailto:eddie.barajas@fieldroutes.com)

## FMC



2929 Walnut Street  
Philadelphia, PA 19104  
215-299-6100

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

**Twitter:** @fmc turf

FMC Professional Solutions understands that lawn care operators (LCOs) trust our products when their reputation is on the line. The FMC portfolio has stayed abreast of the current trends in the industry to create value for the LCO as well as provide opportunities for renewable add-on services. Scion® Insecticide with UVX™ Technology is backed by the FMC 75 Day Assurance for mosquito control – meaning greater savings on gas, labor, product, and callbacks. For best-in-class sedge control, Dismiss® NXT offers yellow nutsedge control with proven tuber reduction to reduce the likelihood of future outbreaks. FMC is proud to launch its newest innovation, Durentis™ insecticide – providing season-long grub control. Learn how to save all season long through FMC's flexible rebate programs. Our Dynamic Rewards rebate program offers low purchase minimums and year-round rebates. The FMC Early Order Program offers larger rebates to reward larger purchases. FMC is proud to provide Innovations You Can Trust, from People You Can Count On. To learn more, visit [gss.fmc.com](http://gss.fmc.com).

### Company representatives:

Kyle Richards, Pest & Nursery/Greenhouse Market Manager, 215-299-6028, [kyle.richards@fmc.com](mailto:kyle.richards@fmc.com)  
Shane Wright, Market Specialist, 772-584-1082, [randall.wright@fmc.com](mailto:randall.wright@fmc.com)



## Greene County Fertilizer Company



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

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

**Twitter:** @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 representative:

John Perry, President, 775-771-8750, [john.biogreen@gmail.com](mailto:john.biogreen@gmail.com)  
Chuck Barber, Executive Vice President, 762-243-0777, [chuck@greencountyfert.com](mailto:chuck@greencountyfert.com)

## Nufarm Americas Inc.



**Nufarm**

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

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

**Twitter:** @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](http://nufarm.com/usturf).

### Company representatives:

Jamie Heydinger, Lawn Care Segment Lead, 330-636-1490  
[jamie.heydinger@nufarm.com](mailto:jamie.heydinger@nufarm.com)  
Rod Marquardt, Lawn Care Warm Season Market Manager,  
772-284-4835, [rod.marquardt@nufarm.com](mailto:rod.marquardt@nufarm.com)

## PBI-Gordon



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

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

**Twitter:** @PBIGordonTurf

With a full line of herbicides, insecticides, fungicides, growth regulators and other products, PBI-Gordon Corporation is a national leader in the professional turf and ornamental management industry. Based in the Kansas City metro area and 100-percent employee-owned, PBI-Gordon most recently celebrated 75 years of innovation and partnership in 2022. For information on PBI-Gordon, visit [PBIGordonTurf.com](http://PBIGordonTurf.com) or call 800-884-3179.

### Company representative:

Melissa McDonald, Marketing Manager, 816-460-6259,  
[mmcdonald@pbigordon.com](mailto:mmcdonald@pbigordon.com)  
Eric Reasor, Southeast Research Scientist, 276-620-9107,  
[ereasor@pbigordon.com](mailto:ereasor@pbigordon.com)  
Andrew Scott, Product Manager, 816-460-6315,  
[ascott@pbigordon.com](mailto:ascott@pbigordon.com)  
Callie Zevecke, Marketing Production Manager, 816-460-6250,  
[czevecke@pbigordon.com](mailto:czevecke@pbigordon.com)

## Quali-Pro



Quality Turf & Ornamental Products

5903 Genoa Red Bluff  
Pasadena, TX 77507  
800-242-5562

**Website:** [Quali-Pro.com](http://Quali-Pro.com)

**Twitter:** @quali\_pro

Quali-Pro is a division of Control Solutions Inc. (CSI), itself a subsidiary of ADAMA, one of the largest specialty agricultural chemical companies in the world. The thriving partnership with ADAMA allows Quali-Pro to offer a broad portfolio of insecticide, nematocide, herbicide, fungicide, and turf enhancement solutions. ADAMA R&D and production resources, allow Quali-Pro to develop innovative products and manufacture products at company-owned facilities.

Quali-Pro and CSI are committed to manufacturing excellence. The company maintains a state-of-the-art production facility in Pasadena, TX. In a move to further enhance its capabilities, CSI has announced that in late 2023, it will expand the suspension concentrate capacity of its Pasadena plant. This expansion will enable Quali-Pro to increase on-site production of fungicides, thereby demonstrating its dedication to meeting the growing demands of its valued customers.

### Company representative:

Allan Fulcher, Vice President, 903-360-8788,  
[afulcher@controlsolutionsinc.com](mailto:afulcher@controlsolutionsinc.com)  
Jeff Rampino, Florida Territory Manager, 407-212-6206,  
[Jeff.rampino@controlsolutionsinc.com](mailto:Jeff.rampino@controlsolutionsinc.com)  
Paul Blodorn, Key Account Manager, 802-236-8863,  
[paul.blodorn@controlsolutionsinc.com](mailto:paul.blodorn@controlsolutionsinc.com)

# PARTNERS

## RealGreen by WorkWave



101 Crawfords Corner Road Suite 2511-W  
Holmdel, NJ 07733  
800-762-0301

**Website:** [realgreen.com](https://www.realgreen.com)

**Twitter:** @RealGreenSys

For more than 30 years, Real Green by WorkWave has provided green service contractors with the solutions they need to grow and manage their business and remains the industry's top business software. Real Green's solutions utilize the latest technology in mobile apps, measurement, routing, scheduling, global positioning and in-field estimating, invoicing and payments. Real Green offers a full suite of marketing services, including automated marketing, referral marketing, branding, SEO, social media and more, allowing users to streamline their day-to-day activities and spend more time to grow their business. For more information, visit <https://www.realgreen.com>.

**Company representative:**

Brian Wareck, Senior Account Executive, 248-412-3541,  
[brianw@workwave.com](mailto:brianw@workwave.com)  
Joe Kinnear, Senior Account Executive, 734-497-1636,  
[jkinnear@workwave.com](mailto:jkinnear@workwave.com)

## Steel Green Manufacturing



920 S State Road 39  
Lebanon, IN 46052  
765-481-8190

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

**Twitter:** @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 representative:**

Matt Smith, Co-Founder & Sales Manager, 765-481-8190,  
[msmith@steelgreenmfg.com](mailto:msmith@steelgreenmfg.com)  
Scot Jones, Co-Founder & Senior Product Specialist,  
765-481-2896, [cjones@steelgreenmfg.com](mailto:cjones@steelgreenmfg.com)  
Caleb Myers, Sales Rep, 765-350-0742,  
[cmyers@steelgreenmfg.com](mailto:cmyers@steelgreenmfg.com)

## RightLine



**RightLine™**

2240 GA Highway 212 West  
Monticello, GA 31064

**Website:** [rightlineusa.com](https://rightlineusa.com)

**Twitter:** @rightlinellc

RightLine provides turf managers ways to protect turf and drive profits. With a full portfolio of control products, RightLine has the Right Products at the Right Price. In an era of increased labor and equipment costs, there are ways to save on chemical control products. Post patent alternatives make up a large portion of the RightLine product portfolio. Post patent alternatives can save thousands of dollars every year that can fall to your bottom line. More and more products are coming off patent, but you have to ask and at times frankly demand alternatives to the higher cost brand names. RightLine also brings innovation to the markets. By providing new proprietary products, unique label claims and better package sizes, RightLine is a true partner in your battle against, weeds, diseases and insects. Please review our product options and contact us directly to find the best way to obtain our products...you will be glad you did.

**Company representatives:**

Timothy Zech, Chief Executive Officer, 770-335-3015,  
[timz@rightlineusa.com](mailto:timz@rightlineusa.com)  
Cary Zech, Sales Manager, 770-335-3015, [caryz@rightlineusa.com](mailto:caryz@rightlineusa.com)

## Stinger Equipment



4701 W Highway 146  
Buckner, KY 40010  
502-523-0716

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

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 representative:**

Dustin McGehee, VP, 502-536-0716, [dustin@stingerequip.com](mailto:dustin@stingerequip.com)  
Joshua Otto, CFO, 502-536-0716, [josh@stingerequip.com](mailto:josh@stingerequip.com)

## The Andersons



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

**Website:** [andersonsplantnutrients.com/turf](https://andersonsplantnutrients.com/turf)

**Twitter:** @AndersonsTurf

Founded in 1947 in Maumee, Ohio. The Andersons Inc. (NASDAQ:ANDE) is a diversified company rooted in agriculture that conducts business in the commodity merchandising, renewables, and plant nutrient sectors. As a worldwide supplier to the golf industry, The Andersons is a major manufacturer and marketer of patented dispersible granular products such as Contec DG® and Nutri DG® for putting greens, tees and other fine turf. In addition, The Andersons offers a full line of premium products for several professional markets, including golf courses, sports turf, lawn and landscape, horticulture, and agriculture.

Rooted in innovation, The Andersons has pioneered the use of Dispersing Granule (DG) Technology combined with carbon-rich humates in products like Humic DG™ and Black Gypsum DG®, and has simplified complex fertility programs with its Foltec® SG line of soluble granule products. In 2022, The Andersons continued to expand its line of carbon-based products with the introduction of CarbonCoat™ Technology - a patented manufacturing process that bonds fertilizer granules with a potassium humate coating.

### Company representative:

David Louttit, Territory Manager, 312-909-4909,  
[dave\\_louttit@andersonsinc.com](mailto:dave_louttit@andersonsinc.com)  
Alan Hollen, Territory Manager, 937-405-7477,  
[alan\\_hollen@andersonsinc.com](mailto:alan_hollen@andersonsinc.com)

## Turfco



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

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

**Twitter:** @TurfcoLawn

Turfco Manufacturing is a renowned company specializing in innovative turf care equipment. With over 100 years of experience, Turfco has established itself as a leader in providing top-quality solutions for professional landscapers, golf course superintendents, and sports field managers. Their product range includes efficient machines like topdressers, aerators, edgers, and spreaders. Turfco equipment is known for its exceptional performance, durability, and user-friendliness. What sets Turfco apart is their focus on innovation and customer satisfaction. They invest heavily in research and development, integrating cutting-edge technologies into their products. Turfco also values customer feedback, collaborating closely with professionals to enhance their equipment continuously. As a result, Turfco has earned a strong reputation, delivering industry-leading solutions that cater to the diverse needs of turf care professionals worldwide. Customers can rely on Turfco Manufacturing for superior quality equipment, reliability, and outstanding customer support.

### Company representatives:

George Kinkead, President, 763-785-1000, [george@turfco.com](mailto:george@turfco.com)  
Brad Hendrickson, Regional Sales Manager, 763-233-2681,  
[bhendrickson@turfco.com](mailto:bhendrickson@turfco.com)  
John Kinkead, Southern Regional Sales Manager, 763-760-4080,  
[jkinkead@turfco.com](mailto:jkinkead@turfco.com)

## Tiger Payment Solutions



82 Main St.  
Kingston, MA 02364  
781-585-4343

**Website:** [tigerprocessing.com](https://tigerprocessing.com)

Tiger Payment Solutions helps businesses across the country process their credit card, debit card and ACH/eCheck payments. Tiger delivers the lowest processing rates available. We have no set-up fees and no contracts. We want you to love our service and know you are being treated fairly.

### Company representatives:

Rob Fawcett, President, 617-892-3256, [rob@tigerprocessing.com](mailto:rob@tigerprocessing.com)  
Michael Trask, [mtrask@tigerprocessing.com](mailto:mtrask@tigerprocessing.com)

# ATTENDEES

## ALWAYS GREEN OF CAPE COD

### Chris Joyce

#### President

Marstons Mills, Mass.  
Chris@joycelandscaping.com  
508-428-4772



**Years in the industry:** 30

**Family:** Married to Alison with four children.

**Biggest challenge in business:** People

**Goals for 2024:** Simplification

**Teams you root for:** New England Patriots

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

**Favorite Movie:** "Fast Times at Ridgemont High"

### Michael Stephens

#### General Manager

Marstons Mills, Mass.  
mike@alwaysgreenncc.com  
508-428-3777



**Years in the industry:** 29

**Family:** Wife and two children.

**Biggest challenge in business:** Manpower.

**Goals for 2024:** Team building.

**Teams you root for:** New England Patriots

**First record/8-track/cassette/CD you remember buying:** AC/DC, "Back in Black"

**Favorite Movie:** "The Hangover"

## BIO GREEN OHIO

### David Thronsen

#### President

Plain City, Ohio  
info@biogreenohio.com  
614-764-2260



**Years in the industry:** 17

**Family:** My wife's name is Lori. We have three grown children, all married. Currently raising a three-and-a-half-year-old (Bentley).

**Biggest challenge in business:** We will be employing team members who know how to work.

**Goals for 2024:** We want to grow the business by 13 percent.

**Teams you root for:** The Ohio State Buckeyes

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

**Favorite Movie:** "A Few Good Men"

## BROOKLAWN SERVICES

### Jason Brooks

#### President

Muncie, Ind.  
jason@brooklawnservices.com  
888-794-9555



**Years in the industry:** 27

**Family:** Have a wife Darcy. We have two sons named Micah and Josiah, ages 14 and 12.

**Biggest challenge in business:** Sales and marketing.

**Goals for 2024:** To become more involved in the lawn care industry with peer groups and/or other leaders from companies.

**Teams you root for:** Cincinnati Reds / Indianapolis Colts / Indiana Pacers

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

**Favorite Movie:** "Hoosiers"

## GRASSPERSON LAWN CARE AND LANDSCAPE

### Jack Moore

#### President/CEO

Lewisville, Texas  
jack@grassperson.com  
972-942-0347



**Years in the industry:** 7

**Family:** I've been married to Ann for 42 years. We have 3 sons, 2 daughters-in-law and 3 grandchildren (2 boys & 1 girl).

**Biggest challenge in business:** Working and dealing with people.

**Goals for 2024:** Continue to grow our lawn care business at a greater rate than our other service lines, further achieve all key areas of our vivid vision and add a COO to our leadership team in 2025.

**Teams you root for:** Dallas Cowboys / Dallas Mavericks / Texas Rangers

**First record/8-track/cassette/CD you remember buying:** "Foreigner" from 1977

**Favorite Movie:** "Cast Away"



## GRASSROOTS TURF, CHARLOTTE, NC

### Pete Henrikson

#### Owner

Charlotte, N.C.  
phenrikson@charlotte.grassrootsturf.com  
704-994-8778



**Years in the industry:** 5

**Biggest challenge in business:** Human capital.

**Goals for 2024:** Continued business expansion.

**Teams you root for:** Green Bay Packers / Milwaukee Brewers / Milwaukee Bucks

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

**Favorite Movie:** "The Da Vinci Code"

## GRASSROOTS TURF, DALLAS, GA

### Robert Glover

#### Owner

Dallas, Ga.  
rglover@dallas.grassrootsturf.com  
678-836-3404



**Years in the industry:** 23

**Family:** I have been married for nine years. I have a teenage boy and a girl in college.

**Biggest challenge in business:** Finding employees.

**Goals for 2024:** Have the biggest growth year.

**Teams you root for:** Atlanta Falcons / Georgia Bulldogs

**First record/8-track/cassette/CD you remember buying:** Guns n' Roses

**Favorite Movie:** "Schindler's List"

## GRASSROOTS TURF, JACKSON, MS

### Mitchell O'Banion

#### Owner

Madison, Miss.  
mitchell@jackson.grassrootsturf.com  
601-573-7537



**Years in the industry:** 20

**Family:** I have a wife and four daughters.

**Biggest challenge in business:** Team members.

**Teams you root for:** Mississippi State

## GREENER CREATIONS LLC

### Jimmy Seay

#### President and CEO

Henrico, Va.  
jimmy@greenercreations.com  
804-795-5564



**Years in the industry:** 35

**Family:** I have been married for 25 years. I have a son named Zach, 20 years old, and a daughter named Bryanna, 23 years old.

**Biggest challenge in business:** Putting systems in place and hiring quality employees.

**Goals for 2024:** Growing, scaling and delegating.

**Teams you root for:** Underdogs.

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

**Favorite Movie:** "Courageous"

## JAMISON PEST AND LAWN

### Pat O'Bryan

#### Owner

Cordova, Tenn.  
pat@jamisonpest.com  
901-452-1505



**Years in the industry:** 25

**Family:** Married to my wife Julie for 35 years. We have two sons named Will, 28, and Ben, 25. Both work in the company.

**Biggest challenge in business:** Growth and finding people to serve the accounts.

**Goals for 2024:** Continued growth and transition power to the next generation.

**Teams you root for:** St. Louis Cardinals / Alabama football

**First record/8-track/cassette/CD you remember buying:** Bob Seger, "Against the Wind"

**Favorite Movie:** "Big Jake" starring John Wayne

# ATTENDEES

## LAWN RX, INC.

### Brad Herrle

#### *Sales and Operational Manager*

Latrobe, Pa.  
b.herrle@lawnrxinc.com  
724-539-1003



**Years in the industry:** 17

**Family:** Wife, Lisa (married for 28 years), daughters Rebecca (26 years old) and Nicole (20 years old). Lisa and I are empty nesters and live in Greensburg. Nicole has a townhouse with a friend. Rebecca lives in Mt. Washington (Pittsburgh suburb) with her boyfriend. Both Rebecca and Nicole are baristas at Starbucks. Rebecca graduated from Seton Hill University in 2019 with a Bachelor's Degree in Psychology and Nicole just started taking online courses through Arizona State University.

**Biggest challenge in business:** Rising labor costs, finding qualified people who want to grow in the industry and allowing Lawn Rx to continue to grow and possibly expand in the future.

**Goals for 2024:** Eclipsing the 3,000-customer mark (currently just below 2,900), \$2 million in revenue and developing a formal plan for future growth and staffing needs.

**Teams you root for:** Pittsburgh Steelers / Pirates / Penguins / Panthers / Nittany Lions

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

**Favorite Movie:** "Forrest Gump"

### Shawn Rodgers

#### *Accounts and Sales Manager*

Latrobe, Pa.  
s.rodgers@lawnrxinc.com  
724-539-1003



**Years in the industry:** 35

**Family:** Wife and one daughter

**Biggest challenge in business:** Keeping customers from canceling in tough economic times.

**Goals for 2024:** More sales.

**Teams you root for:** Steelers / Virginia Tech / Phillies

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

**Favorite Movie:** "Saving Private Ryan"

## LAWNSCAPE SYSTEMS

### Carl Clifton

#### *President*

Montclair, Calif.  
carl@lawnscape.com  
909-627-2000



**Years in the industry:** 44

**Biggest challenge in business:** Employee hiring, liability issues with using pesticides (both from employees and customers) and turf restrictions in California.

**Goals for 2024:** Grow the business another 10 to 15 percent.

**Teams you root for:** Los Angeles Lakers

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

## MOYER INDOOR / OUTDOOR

### Brian Thomas

#### *Manager*

Souderton, Pa.  
brian.thomas@emoyer.com  
215-799-2016



**Years in the industry:** 26

**Family:** I have been married to my wife, Danielle, for 22 years. We have two kids, ages 19 and 20.

**Biggest challenge in business:** Our biggest challenge this year is sales, especially acquiring new customers.

**Goals for 2024:** We want to start much stronger on our sales campaign.

**Teams you root for:** Penn State Nittany Lions / Philadelphia Phillies / Philadelphia Eagles

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

**Favorite Movie:** "Star Wars"

## NATURAL TREE AND LAWN CARE

### Lawrence Taylor

#### Manager

Stoughton, Mass.  
ltaylor@naturaltree.com  
781-760-6108



**Years in the industry:** 25

**Family:** I have a wife, two daughters (17 and 13 years old) and one son (eight years old).

**Biggest challenge in business:** Finding qualified employees.

**Goals for 2024:** Steady growth.

**Teams you root for:** New England Patriots / New England Revolution

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

**Favorite Movie:** "National Lampoon's Christmas Vacation"

## NATURE'S DREAM LANDSCAPE INC.

### Ray Rueda

#### CEO

Pinecrest, Fla.  
ray@naturesdreamlandscape.com  
305-874-7374



**Years in the industry:** 23

**Family:** I have a wife Victoria and sons Ray, Jaime and Thoma.

**Biggest challenge in business:** Finding and retaining talent.

**Goals for 2024:** Improve system and 20-percent.

## NEA LAWN PRO

### James Cap

#### Owner

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



**Years in the industry:** 10

**Family:** Married for two years to Kalie. I have an 11-year-old Logan, 6-year-old Hadlee and 19-month-old Jameson.

**Biggest challenge in business:** Growth along with maintaining business capital.

**Goals for 2024:** Grow spray side of business along with commercial clientele for landscaping.

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

**Favorite Movie:** "American Made"

## NULEAF LAWN CARE

### Peter Haakon

#### Co-Founder

Lorton, Va.  
peterh@nuleaflawncares.com  
703-989-9405



**Years in the industry:** 30

**Biggest challenge in business:** High costs per acquisition of a customer.

**Goals for 2024:** Five million in revenue with 17-percent EBITDA.

**Teams you root for:** Washington Capitals

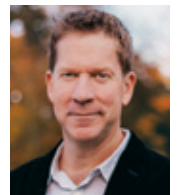
**First record/8-track/cassette/CD you remember buying:** Van Halen

**Favorite Movie:** "We're the Millers"

### Greg Shannon

#### President

Lorton, Va.  
greg@nuleaflawncares.com  
703-989-9405



**Years in the industry:** 20+

**Family:** My wife is Megan. I have a daughter, Arden, who is 10 years old.

**Biggest challenge in business:** The ability to drive enough qualified leads through marketing to hit sales goals.

**Goals for 2024:** Hit \$5 million in revenue.

**First record/8-track/cassette/CD you remember buying:** Prince, "Purple Rain"

**Favorite Movie:** "Midnight in the Garden of Good and Evil"

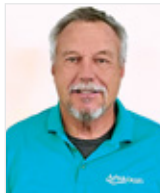
# ATTENDEES

## PROLAWN

### Allen Rogers

#### President

Winchester, VA  
arogers@prolawn.com  
540-662-8316



**Years in the industry:** 40

**Family:** I have a daughter, two sons, and three grandsons. Since remarrying in 2017, my wife is an integral part of running ProLawn.

**Biggest challenge in business:** Current workforce challenges.

**Goals for 2024:** Grow business by 20 percent.

**Teams you root for:** Steelers, Wake Forest Demon Deacons, Denny Hamlin, Ross Chastain.

**First record/8-track/cassette/CD you remember buying:** Patsy Cline, "Crazy"

**Favorite Movie:** "Band of Brothers"

### Linda E. Rogers

#### Vice President

Winchester, Va.  
lrogers@prolawn.com  
540-974-2283



**Years in the industry:** 7

**Family:** My husband Allen has owned ProLawn for close to 40 years. I'm a relative newcomer to working in the industry.

**Biggest challenge in business:** Hiring and retaining excellent field staff.

**Goals for 2024:** Grow the business by, at least, 20 percent.

**Teams you root for:** Pittsburgh Steelers / Pirates / Penguins / Nittany Lions / Demon Deacons / Ross Chastain / Denny Hamlin

**First record/8-track/cassette/CD you remember buying:** Wow...had lots of 45s, but first full record...Kiss, "Destroyer."

**Favorite Movie:** "The Matrix"

## RENTOKIL NORTH AMERICA

### John Bell

#### Market Technical Director

Minneola, Fla.  
john.3.bell@rentokil.com  
321-318-1099



**Years in the industry:** 35

**Family:** My wife Julia. My children, in descending order, are Cristina, Michael, Bret, Anthony, Megan and Giovanni.

**Biggest challenge in business:** Labor and regulatory.

**Goals for 2024:** Alignment and expansion.

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

**Favorite Movie:** "Independence Day"

### Terry Keyzer

#### Technical Services Manager

Orlando, Fla.  
Terry.Keyzer@Rentokil.com  
689-290-9275



**Years in the industry:** 16

**Family:** I have a wife Zoe and a daughter Ava.

**Biggest challenge in business:** Constant shifting of regulations and rules.

**Goals for 2024:** State champions in Division Two rugby in Florida.

**Teams you root for:** Orlando Griffins / Green Bay Packers / Florida Gators / Tampa Bay Lightning

**First record/8-track/cassette/CD you remember buying:** Rob Zombie, "Hellbilly Deluxe"

**Favorite Movie:** "Fearless"

## ROYAL GREENS

### Jesse Smith

#### President

Frederick, Md.  
jesse@royal-greens.com  
301-788-4546



**Years in the industry:** 29

**Family:** I have been happily married for 15 years; have 3 dogs that we adopted.

**Biggest challenge in business:** Sales and hiring and retaining technicians.

**Goals for 2024:** We want to hire a full-time sales/marketing person and grow our business by 20 percent.

**Teams you root for:** Pittsburgh Penguins / Manchester United / University of Alabama

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

**Favorite Movie:** "Scott Pilgrim vs. The World"

## RYAN LAWN & TREE

### Larry Ryan

#### President

Merriam, Kan.  
larryryan@ryanlawn.com  
913-710-3230



**Years in the industry:** 50

**Family:** My wife Kathy and I have three children. Growing up in Kansas, I left to finish my forestry degree at Montana University. Our children are now grown.

**Biggest challenge in business:** Recruiting the RIGHT people.

**Goals for 2024:** Get new software running smoothly.

**Teams you root for:** None except for our company. Not a sports enthusiast.

**First record/8-track/cassette/CD you remember buying:** Big fan of business management cassettes.

**Favorite Movie:** "Miracle"

## RUTLAND TURF CARE

### Brent Besse

#### President

Marlborough, Mass.  
Brent@rutlandnurseries.com  
508-886-2982



**Years in the industry:** 40

**Family:** My wife.

**Biggest challenge in business:** People.

**Goals for 2024:** Continue to grow.

**Teams you root for:** New England Patriots

### Susan Besse

#### Controller

Marlborough, Mass.  
Brent@rutlandnurseries.com  
508-335-9403



**Years in the industry:** 40

**Family:** I work with my husband Brent. We have three children who are not in the industry.

**Biggest challenge in business:** Finding qualified and motivated help.

**Goals for 2024:** Continue to expand our fertilizer division and work on growing our new pest control division.

**Teams you root for:** New England Patriots

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

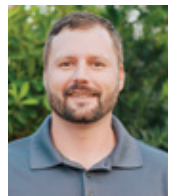
**Favorite Movie:** "The Sound of Music"

## SOUTHERN ECO SCAPES

### Tommy Thornton

#### President

Macon, Georgia  
southernecoscapescapes@outlook.com  
478-972-2350



**Years in the industry:** 10

**Family:** Still working on it.

**Biggest challenge in business:** Increasing sales fast enough.

**Goals for 2024:** Double our PHC division.

**Teams you root for:** UGA Bulldogs, Atlanta Braves

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

**Favorite Movie:** "Saving Private Ryan"



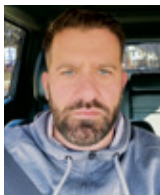
# ATTENDEES

## STOUT LAWN CARE

### Steve Pileggi

#### *Vice President*

Pottstown, Pa.  
steve@stoutlawncare.com  
610-507-8873



**Years in the industry:** 2

**Biggest challenge in business:** Finding good people to employ.

**Goals for 2024:** Bring in a new employee and truck.

**Teams you root for:** Philadelphia Eagles

### Chris Stoudt

#### *Owner*

Pottstown, Pa.  
chris@stoutlawncare.com  
267-246-4968



**Years in the industry:** 15

**Family:** Proud father of two kids. Jack is six years old and Sammy is four. I have been married for 12 years to my wife Michelle.

**Biggest challenge in business:** Trying to stay on top of an ever-changing marketing world and go from print to Google to social and everything in-between.

**Goals for 2024:** Know my numbers inside and out and start to create and implement processes and procedures.

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

**First record/8-track/cassette/CD you remember buying:** "The Simpsons Sing the Blues"

**Favorite Movie:** "The Lion King"

## SUN TURF CARE

### Kris Easters

#### *Manager*

Riverview, Fla.  
kris@sunturfcare.com  
813-642-8824



**Years in the industry:** 15

**Family:** I have a wife Meaghan for eight years and two kids (Everett, three years old, and Cohen, one year old).

**Biggest challenge in business:** Employee training and retention.

**Goals for 2024:** Work on creating more efficiency within the company.

**Teams you root for:** Tampa Bay Lightning / Tampa Bay Buccaneers / Tampa Bay Rays / South Florida Bulls

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

**Favorite Movie:** The "Bourne" franchise

## TEED AND BROWN, INC.

### Christopher Brown

#### *CEO*

Norwalk, Conn.  
chris@teedandbrown.com  
203-847-1241



**Years in the industry:** 35

**Family:** I am married with two adult sons.

**Biggest challenge in business:** Managing profitability.

**Goals for 2024:** 20-percent revenue growth with 50-percent profitability growth.

**Teams you root for:** Pittsburgh Steelers

**Favorite Movie:** "The Godfather Part II"

## TURF & PEST PRO USA

### Raymond Harvey

*President and Majority Owner*

Van Buren, Ark.  
raymond@turf-prousa.com  
479-474-5296



**Years in the industry:** 23

**Family:** Wife of 25 years and three daughters.

**Biggest challenge in business:** Holding the leaders accountable.

**Goals for 2024:** Holding leaders accountable and knowing the numbers better.

**Teams you root for:** Dallas Cowboys

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

## TURF212

### Jason James

*Owner*

Simpsonville, S.C.  
Jason.james821@yahoo.com  
864-616-9003



**Years in the industry:** 25

**Family:** Melissa James

**Biggest challenge in business:** Getting good help from others.

**Goals for 2024:** Having all the right people in the right place to help get the work done.

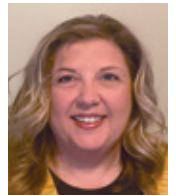
**Teams you root for:** Buffalo Bills / Chicago Cubs

**Favorite Movie:** The "James Bond" franchise

### Melissa James

*Owner*

Simpsonville, S.C.  
jason@turf212.com  
864-616-9003



**Years in the industry:** 1

**Biggest challenge in business:** Helping my husband to make his business better.



## LM GROWTH SUMMIT TEAM



**Kevin Stoltman**

*President & CEO*

216-706-3740

kstoltman@northcoastmedia.net



**Seth Jones**

*Editor-in-Chief*

785-542-2627

sjones@northcoastmedia.net



**Bill Roddy**

*Group Publisher*

216-706-3758

broddy@northcoastmedia.net



**Joey Ciccolini**

*Sr. Digital Media Specialist*

216-363-7925

jciccolini@northcoastmedia.net



**Craig MacGregor**

*Associate Publisher*

216-706-3787

cmacgregor@northcoastmedia.net



**Antonio Hernandez**

*Marketing Coordinator*

216-706-3772

ahernandez@northcoastmedia.net



**Jake Goodman**

*Western Regional Sales Manager*

216-363-7923

jgoodman@northcoastmedia.net



**Allison Blong**

*Sr. Events Manager*

216-363-7936

ablong@northcoastmedia.net

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