



# Commemorative Poster

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# TOP 100 NEWS & NOTES

## JANUARY

### **BrightView acquires Cutting Edge Property Maintenance**

“Cutting Edge has earned a reputation for providing superior service, which creates lasting client satisfaction,” said BrightView President and CEO Andrew Masterman. “They have the expertise and capabilities to provide a full suite of winter services, landscape maintenance and enhancements, tree care, and irrigation services. This deal brings a service leader in a desirable Upper Midwest market into the BrightView family along with more than 110 skilled team members.”

Founded in 2005, Cutting Edge Property Maintenance is one of the Twin Cities’ commercial outdoor maintenance services providers with a reputation for attention to detail, client service, employee safety and superior workmanship.

### **Davey Tree announces slew of promotions**

The Davey Tree Expert Co announced the following promotions:

- **They promoted two regional vice presidents** within the Davey Tree Surgery Company, a subsidiary of Davey Tree. Bill Heriford was promoted to regional vice president of the Pacific Gas and Electric (PG&E) operations, and David Miller was promoted to regional vice president of southern operations.

- **The company promoted Kyle Celmer** to operations manager of commercial tree care, residential/commercial (R/C) services. In his new role, Celmer will be responsible for the sales and safe production efforts as they relate to the expansion of the Commercial Tree Care division.

- **Dave Bargerstock** was promoted to operations manager of the Great Lakes West region, residential/commercial (R/C) services.

- **Davey Tree Expert Company** also appointed Thomas Whitney to technical advisor within the Davey Institute.

## FEBRUARY

### **BrightView acquires Green Image**

BrightView Holdings has acquired Green Image based in Las Vegas, Nevada. Terms of the transaction were not disclosed.

“GTI and its more than 400 team members are a great strategic addition to our operations in the western U.S.,” said BrightView President and CEO Andrew Masterman. “They bring a solid base of maintenance operations plus an impressive capability in landscape development. This team of professionals has years of experience in horticulture, engineering, maintenance, design, architecture, and equipment management and I am pleased to welcome them to BrightView.”

Founded in 2004, Green Image works on both landscape development and maintenance, including HOA streetscapes and entries, parks, common areas, play structures, athletic fields and water features.

### **Roger Zino named CEO of Gothic Landscape**

Gothic Landscape named Roger Zino, currently vice chairman of the company and veteran of the landscape business, as CEO of the company.

Jon Georgio, Gothic’s current CEO, will remain chairman of the board.

“Roger’s increasing involvement in our company has confirmed and further energized us all to the fabulous growth opportunities we have in front of us,” Georgio said. “His experience in scaling service businesses, combined with his genuine passion for the landscape profession, comes at the perfect time in our company’s evolution.”

“I am deeply honored the Georgio family has entrusted me with the responsibility of continuing the company’s family legacy as the first non-family CEO,” Zino said. “In working closely with the company over the past 18 months I have been equally impressed with all it has accomplished, as well as

the unique potential it has in the coming years to expand its distinctive mark on the industry. The family’s willingness to continue to invest in its future and expand its vision of the company’s leadership, speaks to the multi-generational view the family has of its commitment to this business.”

Ron Georgio, the founder of Gothic’s maintenance division, will assume the role of vice chairman, serving in a key governance and special project capacity. Nada Duna will continue in her role as chief operating officer of the maintenance division, which has enjoyed expansion over the past four years and is seen as a key growth area for the company.

Zino previously served as president of ValleyCrest Landscape Maintenance, CEO of ValleyCrest Companies and as vice chairman of Brightview during the company’s integration. Prior to ValleyCrest, he was a partner at McKinsey & Co. and served a range of diversified businesses.

## APRIL

### **Sperber Landscape Companies acquires Cagwin & Dorward**

Sperber Landscape Companies has expanded into the Northern California marketplace by merging with Cagwin & Dorward.

Headquartered in Petaluma, California, the company was founded in 1955 and has grown to include multiple locations servicing California’s Bay Area, Sacramento, and the Central Valley.

Cagwin’s CEO, Steve Glennon, will continue his leadership of the company alongside his existing management team.

### **Massey Services expands in three southern states**

Massey Services, a national pest management company and family-owned company, has expanded its operations in Texas, Georgia and Florida

## The top 100 companies were busy in 2021 with mergers and acquisitions, promoting employees and more. Here's a recap of the year.

through the opening of several new service centers in these states.

The company opened three new service centers in Texas, located in Denton, Frisco and McKinney in the Dallas-Fort Worth area. Massey also opened a new service center in Doral, Florida, to further expand their presence in the South Florida market.

In The Villages community, Massey opened two new service center locations. They now have a total of eight offices in The Villages, Florida, that provide pest, termite, landscape and irrigation services. Additionally, the company opened a new service center in Decatur, Georgia, to better serve their customers northeast of Atlanta.

Massey Services also opened two new GreenUP Landspac service centers in Orange Park, Florida, and Destin, Florida. Additionally, they now offer their award-winning landscape service in Marietta, Cumming and Dallas, Georgia. Massey's environmentally responsible landscape service includes aeration, custom-blended fertilizers, pH testing and targeted weed, insect and disease control.

Finally, Massey Services has opened new commercial service centers in Cocoa, Florida; Clearwater, Florida; and Baton Rouge, Louisiana. These offices provide commercial pest prevention and disinfecting services to all types of businesses, including healthcare, restaurants, hotels, warehouses and many more.

### **SavATree acquires company in Michigan**

SavATree has acquired Advanced Arboriculture by Arbor-Olin of Rochester, Michigan, a full-service tree care company that has been serving customers for more than 40 years.

Advanced Arboriculture founder, Terry Jenkinson, an arborist with decades of experience in the industry, will be joining the SavATree team along with members of his staff. This union further strengthens SavATree's

service at its Troy and Orion branches to customers throughout the Detroit Tri-County.

### **Bartlett Tree Experts hires new chief information officer**

Gamal Maklad has joined Bartlett Tree Experts as its incoming chief information officer. He will succeed David Andry, who plans to retire in early 2022 after 42 years with the company.

In his role, Maklad will develop and execute Bartlett's technology strategy to drive digital business innovation for Bartlett's customers, partners, and employees. Maklad joins Bartlett after leading business transformation initiatives rooted in technology at large public and private companies for more than 16 years, including Finit and United Technologies Corporation.

Most recently, he served as head of technology for Advance Publications in New York. In that role, he led M&A technology due diligence and integration efforts in addition to executing a global software alignment program across \$100 million in spend. He also drove the adoption of the Microsoft 365 platform, including a shift to Teams in support of digital workplace initiatives.

### **JUNE**

#### **Clean Scapes becomes fully employee-owned**

"The success of our company can be directly attributed to the culture we have created and maintained at Clean Scapes," said Ivan Giraldo, co-founder and president of the Austin-Texas based company. "Transitioning to an ESOP allows Clean Scapes to maintain its character while executing its vision of becoming Texas's most trusted commercial landscape partner.

"With quality labor being one of the commercial landscaping industry's largest concerns, it is important for Clean Scapes to establish a benefit that attracts new employees and incentivizes those wanting to establish a career with

Clean Scapes." An ESOP is a type of tax-qualified defined contribution plan through which eligible employees will receive a benefit linked to Clean Scapes's future value. The company ranked 30th on Lawn & Landscapes Top 100 list with almost \$70 million in 2020 revenue.

### **JULY**

#### **SavATree merges with Preservation Tree Services**

SavATree has announced a merger with Texas-based tree and lawn care company, Preservation Tree Services. This merger marks SavATree's flagship entry in key markets of the state of Texas with three branches located in Dallas, Fort Worth and Anna.

Preservation Tree Service has been providing a complete range of tree care expertise to residential, commercial and municipal clients throughout the Dallas-Fort Worth and North Central Texas area for nearly three decades. These services include skilled pruning, Earth-friendly fertilization, construction mitigation, cabling and bracing, surveys and appraisals, urban forestry, consultation, soil aeration, tree planting and transplanting.

Principals of Preservation Tree Services, AJ Thibodeaux, Pauline Perry and Andy Spiegel, along with their dedicated team of arborists, technicians and office personnel, will stay on with SavATree to provide outstanding, personalized local service. Preservation currently employs 72.

### **AUGUST**

#### **NaturaLawn opens new national sales office**

NaturaLawn of America opened a new national sales office in downtown Frederick, Maryland.

The office was developed in response to NaturaLawn's continued growth and provides digital and traditional sales support to franchises across the continental U.S.

The office is an extension of

NaturaLawn of America's headquarters and their 30-year history of being located at 1 E. Church Street. The sales office currently employs 21 sales support specialists and is seeking to grow its sales force to up to 42 full-time, benefited positions within the next three to five years.

Together, the NaturaLawn of America headquarters and national sales office will employ over 75 full-time employees in the heart of downtown Frederick, helping develop local jobs and investing in the Frederick city economy.

The national sales office team uses a variety of techniques to support the sales efforts of NaturaLawn service locations across the country. Currently, the office supports two-thirds of all existing service locations, managing customer relations utilizing email campaigns, SMS engagement software, and phone outreach.

"We're pleased to give our growing sales force the space and resources it needs to continue supporting our locations and customers across the country," said Phil Catron, president and founder of NaturaLawn.

In addition to Frederick city housing the company's national headquarters and sales office, the local franchise owner, Roy Good, employs nine additional individuals and serves Washington and Frederick counties. The NaturaLawn Frederick franchise provides homeowners with lawn fertilization, aeration and seeding, grub control, mole control, and comprehensive tick and mosquito control programs.

## SEPTEMBER

### LOVING releases new sod delivery platform

LOVING expands its service offering with the launch of a business that will serve the sod needs of landscaping companies across the Southeast, as well as the ever-growing DIY segment of the industry.

The new platform, nextDAYsod, features a "three clicks and done" platform and guarantees next day delivery. Freight is also free with the platform.

"We are excited to leverage our

regional footprint of sod farming locations combined with our vast distribution footprint across the Southeast to now provide the landscaping industry with an unprecedented service and quality," said Brian Reed, executive vice president of farming at LOVING. "All sod will be cut to order, ensuring that we are shipping the freshest sod on the market with less than 24 hours from harvest to delivery. We are also excited to serve DIYers with this same cutting-edge service."

"We at LOVING have never been more excited about the pipeline of projects that our teams are working on to leverage technology to better serve our growing customer-base," said Mike Haynes, founder and president.

## NOVEMBER

### Sperber adds Bemus Landscape

Sperber Landscape Companies has added Bemus Landscape. The partnership marks Sperber's return to the Southern California region, where ValleyCrest was founded by Burt Sperber over 70 years ago.

Headquartered in Orange County, California, Bemus was founded by Bill Bemus in 1973 and provides commercial landscape services in the areas of Orange County, San Diego, and the Inland Empire.

"The Sperber partnership creates an exciting new chapter for the company my family has carefully built throughout the last six decades," said Bill Bemus, who retired from day-to-day operations in 2017. "We have a longstanding relationship with the Sperber Family, and I feel confident and comfortable joining forces with them for this next phase of Bemus' growth."

Bill Bemus's three sons (Colin Bemus, Corin Bemus, and Spencer Bemus) will continue active leadership of the company. As a result of the Sperber partnership, they will now be shareholders in the company.

"When evaluating a variety of potential partners, it was important for us to choose a parent company that had a deep understanding of the nuances of our industry," said Bemus CEO Corin Bemus. "Sperber's seven

decades of experience in landscaping reinforces our confidence that this partnership will allow us to retain our culture, treat our employees well, and take care of our clients properly."

## DECEMBER

### SiteWorks becomes fully employee-owned

SiteWorks has become a 100% Employee-Owned Company.

This announcement of the Employee Stock Ownership Plan (ESOP) was presented to all coworkers at their annual winter gathering in November.

An ESOP is an employee benefit plan, which provides company stock to employees as part of their retirement benefits. As a 100% employee-owned company, all of the SiteWorks stock is now held in trust by the ESOP exclusively for the benefit of all the coworkers who are employed by the newly formed corporate business entity, SiteWorks Holding Co., Inc.

As discussed in an openly shared conversation with the three, they said that "we instinctively knew our ultimate succession plan was to focus on the one buyer who absolutely stood to benefit most for their wholehearted contribution made to the ongoing success of SiteWorks: Our coworkers."

In a joint statement, original founders, Chris Malham, Rob Spoor and Don McIntyre said the process took eight months. They told attendees, "It was necessary to start transitioning the company as we began to consider our ensuing retirement years, and after declining two highly attractive offers to sell the company to strategic buyers, we knew we would be wrongfully settling and 'selling out' our coworkers, many who made career commitments to join us back when we modestly started in December 2004.

"We felt there was nothing improper about selling to an outside buyer, however after our research it appeared that very few seller transactions are beneficial to those who are left behind.

"Therefore, instead of one day looking back and feeling disappointed, we thought to instead focus on what is ahead and establish something wonderful for those that we cared about."