

“You don’t have to BE BIG to be a PLANET member”

I started my landscaping business by myself, part-time in 1998. After finally quitting my engineering job in 2000, I became a full-time business owner. In 2003, I joined PLANET and hired my first employees. Every year since then, my business has grown 30 percent, and I attribute this growth to being a PLANET member and using its resources.

As a design/build contractor, I have read PLANET’s *Blueprint for Success* and keep



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it handy as a reference. My insurance costs have gone down every year, thanks to being a part of PLANET’s STARS Safe Company Program. This year, I was lucky enough to be chosen to receive a Trailblazer mentor. The first advice he gave me was, “Get yourself a copy of the *Operating Cost Study*.” I have even placed the PLANET ethics statement in the front page of our employee manual and in a frame on our office wall. The statement goes out with every proposal, and it is displayed prominently on our Web site to let people know the high standards our company adheres to.

In addition to all the resources, I take advantage of numerous networking opportunities and have even partnered with another PLANET member on jobs that were too big for my company.

I started my company in my home with just a dream and a little bit of my own money. Now, we have moved into new offices after outgrowing our first location and are expanding into installing hardscapes. We’re still small by any measure, but as I tell all my landscaping associates who are not yet members, “You don’t have to be big to be a PLANET member.” PLANET has helped me turn my love for plants and respect for the environment into a healthy, growing business.



PLANET advantage is sent complimentary to PLANET members and other green industry professionals nationwide. If you are a green industry service provider that specializes in lawn care, design/build/installation, landscape management, or interior plantscaping and are not a PLANET member, call Gail Rogers in the Membership Department at (800) 395-2522 today.

