



Greenup Lawn and Sprinklers, Inc.

1701 33rd Ave NE
Great Falls MT 59404
Telephone: (406)452-6146
Fax: (406)452-5487
Email: james@greenupls.com

Key Contact: James Hailand

Greenup Lawn and Sprinklers, Inc. was founded in 2004, and is owned and operated by James Hailand. Greenup is a full service, design/build firm that provides landscape and irrigation installation and maintenance services, fertilization services, hydroseed installation, and landscape lighting. The company specializes in turf grass science. Greenup provides all of these services to folks in the Great Falls area and the surrounding communities.

Greenup Lawn and Sprinklers, Inc. has an annual gross income of approximately \$800k. Their sales are 60% residential, and 40% commercial. The current mix of services includes: 16% design/build, 20% bid/build, 15% lawn care, 12% landscape maintenance, 24% irrigation installation, 6% landscape design, and small percentages in the snow removal and nursery production categories. An ideal client for James is one who prefers a single company that offers all services. Greenup has five full time employees, including Bill Briggs (estimator), Christian Templeton (office manager), Sam Clark (Landscape



Foreman), Ryan Wilson (Irrigation Technician), and Casey Wilson (Fertilization Technician). Greenup hires approximately thirteen seasonal employees as well.



James grew up in Roundup Montana, on the family ranch. His family also owned a Ford dealership. He has always had a love for working out of doors with plants, soil and irrigation. James received his business degree from Dickinson State, and his Turf Science degree from Rutgers University. He then put in his time as a golf course turf technician; and after twelve years acquired the title "superintendent". When asked why he loves this line of work, James replied, "Simply put, start with nothing and create something that the property owner enjoys because of the investment. The relationships we make with customers and the day-to-day challenges that Good Old Mother Nature provides us with. The money is second best in my mind".

Greenup Lawn and Sprinklers, Inc. uses several varieties



of ornamental grasses as a tried-and-true plant type for their landscape designs. They are deer resistant, and most are very hardy. Greenup also prefers Caterpillar equipment, Vermeer, Toro, Ford vehicles (of course!), and Rain Bird irrigation parts. James stated that the main reason he chooses these brands, is that he can find great sales and service for these brands at Midland Implement. He has a working relationship with Midland, and the service is top notch.

Some projects that we would like to highlight include Walgreen's in Great Falls, Pete's Auto, and two installations for the Montana Air National Guard. James recalls two residential projects, one in Utica and the other in Deer Born, of which he enjoyed the water feature design and installation, the natural stone work, and the native plant installations. He states "The best part of both projects was the involvement the owners put in with the crews to make these great environments". James takes full ownership of all projects that his company installs. He feels that he is a step above other businesses in this regard, because the client only needs to communicate with one representative for all aspects of the design and installation.



One memorable story James told was what started out as one of the worst days, and turned into a long-term relationship with a new client. The Greenup irrigation crew set out to install a new system for a client. They did not realize they were at the wrong address until the homeowner came home that afternoon. The system was almost complete. Amazingly, the homeowner was not upset, got a great deal on the irrigation system, and then hired Greenup to do \$12k worth of additional landscaping. Needless to say, James



was a bit embarrassed, but five years later the couple remain one of Greenup's most loyal customers.

James tells his crew on a weekly basis, "Mother Nature gives us a great place to live here in Montana every day. Think outside the box to conserve this beauty for our customers, family, the environment, and our business. Now, lets get to work!"



Notes from the Boardroom *(continued from Page 4)*

The board of directors is currently planning the 2012 Montana Green Expo, which will be held in Billings on January 4-5, 2012. We are actively in search of new and innovative speakers and vendors. The board is also working on the 2011 Fall Tour. We are hoping to host the Fall Tour in the Great Falls area this season. The board is also working on a relationship with AMTOPP (Association of Montana Turf and Ornamental Pest Professionals). There is discussion of possibly holding joint events in the future.

Shane Rogers, who is the head of our Legislative Committee, has been working very diligently with the Dep't of Ag, as well as several senators and representatives on a legislative bill that reorganizes the fee schedule for nursery licensing and how it pertains to different types of businesses in the industry, orders fair and accurate nursery inspections at certain time intervals and with a qualified inspector, as well as demands and end to the reciprocity of required out-of-state nursery licenses for those who sell plant material in Montana. The bill is listed as SB-126. By press time, we should know whether this bill passed or not. Thanks Shane for all of your hard work and dedication.

Please visit our website, www.plantingmontana.com to review minutes from specific meetings and current financial records and reports. The next board meeting will be held on March 16, 2011 at a location yet to be determined. Please let us know if you have any thoughts or ideas on any of the above-mentioned information.



Montana Senate Bill 126

Shane Rogers, Glacier Nursery
MNLA 2

As most of you know, our industry had some changes in the license fees in 2010. During the 2009 sessions held in Helena, SB 32 bill had been passed in order to generate revenue for the Department of Agriculture. That bill imposed higher nursery license fees to our industry, but also opened the door to a much larger problem by removing the reciprocity that all states have held so far. This enabled our state to, by law, require any business selling plants into the state of Montana to purchase a nursery license. This is in addition to the license they purchase in order to do business within their own state.

At the 2010 Green Expo, held in Missoula, the president of the Idaho Nursery and Landscape Association met with several of our members and the Dept. of Agriculture. Concern of the bill, removing the reciprocity, as well as the lack of nursery inspections in Montana was the forefront of the discussion. If the bill was not corrected and the reciprocity reinstated, Idaho would be forced remove their reciprocity as well from legislation. This chain reaction would be devastating throughout the nation's Nursery Industry with the possibility of imposing substantial license fees to simply do business.

With the assistance of the Dept. of Ag, our committee worked through 2010 to do the following:

1. Reinstated the reciprocity to avoid repercussion from every state in the U.S.
2. Write legislation that would enable Montana and our Industry to begin more structured, timely inspections. This would assist in keeping our state pest free and be in line with the concerns from other states of our lack of inspections.
3. Involve as many of the small nursery growers as possible to avoid revisiting this issue. Attempting to find a middle ground on this subject has been difficult in the past.
4. Create a bill that allows the revenue of the Dept. of Agriculture to come from inspections not, raising the license fees. Therefore receiving a service to help protect our state.

Our attempts to contact small nurseries were not fruitful. Little to no response was received throughout the process of developing the bill.

Senators Larson and Brown were contacted for bipartisan support and to carry the bill when it went to the Senate floor. Both were and have been of great assistance providing guidance for our Committee. The bill passed unanimously in the Senate Ag. Committee, but did see some opposition once it made it to the Senate. Concern for the small nurseries paying for license fees was at the forefront.

Opposition of the bill was not evident until SB126 had been passed by the Senate. Many small nurseries became involved, voicing their opinions on the matter of the fee structure and inspections. Throughout the discussions a large percentage of the concern was that the bill brought about license fees, which on the contrary, simply amended an existing bill.

In order to maintain the purpose of the bill, reinstate the reciprocity, the committee felt it was in the industries best interest to work with everyone in the state. Amendments to SB 126 were made exempting the smallest nurseries of not only paying for a license, but receiving them as well. This would prevent larger businesses from absorbing the cost of making the license as was the case in 2010. Each license costs \$22.50 to process regardless of the size of the business.

Currently we wait for the bill to move to the House Ag. Committee. The process has been long, but is not over. Assuming we get the bill passed, our job as an Industry, is to work with the Dept. of Agriculture on the inspections and how WE want the system to work. They want us to direct their efforts in the process of keeping our state free from pests. Let's make sure we follow through and create a plan that works for all businesses.



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Urban Forest Health Monitoring Free Tree Talk

Through a grant from the United States Forest Service (USFS) and the Montana Department of Natural Resources and Conservation (DNRC) have hired consulting arborist Mike Garvey to travel to thirty communities across Montana this winter to deliver 2-hour presentations on Urban Forest Health Monitoring. The talk will discuss numerous urban forestry concepts such as: innovative planting techniques, plant health care options, identifying invasive insects and disease, and a pest protocol system for reporting invasive insects. Mike Garvey, RCA® is an ASCA Registered Consulting Arborist (#461), an ISA Certified Arborist (#RM2416A) and a Montana Department of Agriculture Certified Ornamental & Turf Pesticide Applicator (#15971-12). ISA CEU's as well as pesticide applicator credits will be available. More info: call Fred Bicha, DNRC 406.247.4403.

Blooming Nursery Welcomes June Condruk.

Blooming Nursery is very excited to welcome June Condruk as their new Sales and Marketing Coordinator. June, formerly of Valleybrook Gardens & VanDusen Botanical Gardens B.C. as well as Songbird Water Gardens in ON has returned from her hiatus in Hawaii to join our dynamic and successful team. Blooming Nursery (founded 1982) specializes in a wide selection of hardy perennials, grasses, herbs and more for the Independent Garden Center market, landscapers and other growers. More info: www.bloomingnursery.com

Oregon Association of Nurseries Announces New Executive Director/CEO Jeff Stone to take the helm of the Nursery Industry Advocacy Group

Stone has served as the organization's Director of Government Relations since 2005. During that time he delivered landmark estate tax reform, metal theft legislation, hoop house tax protection, and land use changes that positively affected the industry. He also created and co-chaired the Coalition for a Working Oregon, a group that brought business representatives together to shape the immigration debate in Oregon and Washington, DC. "It would be difficult to find anyone that will work harder for the OAN than Jeff Stone," said Kristin VanHoose, chair of the search committee and incoming president of the organization. His previous position was Director of Public Relations for Cappelli-Miles [spring], a brand alignment and communications firm in Portland, Ore. Prior to that, he served for seven years as Chief of Staff/Senior Policy Advisor for Metro Regional Government in Portland and staff assistant for US Senator Bob Packwood for eight years. More info: Elizabeth Peters 503.682.5089 or epeters@oan.org.



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617 Eastside Hwy, Hamilton MT 59840
Phone (406) 961-3806 Fax (406) 961-3765
nursery@montana.com