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MISSION

LANDSCAPE COMPANIES


MISSION LANDSCAPE COMPANIES 40 YEARS OF SERVICE, TEAMWORK, QUALITY AND INTEGRITY

Mission Landscape Companies' roots go back to 1970, when Wayne DuBois converted his old camper pickup into a work truck to start his new landscape maintenance business. Wayne worked tirelessly and the company continued to grow over the years, primarily in commercial landscape maintenance on apartments, retail and office buildings. Wayne DuBois' son David joined the company in the mid-80's and by 1992, he was promoted to Vice President and entrusted to lead the company to even higher standards.

From the solid base of maintenance services, Mission Landscape began to diversify into other related divisions. This all seemed to happen in a very natural fashion, as

maintenance customers began to ask Mission Landscape to not only maintain their landscape, but also to install new plant material in the process. The landscape development and construction division evolved from this point and the tree trimming division was formed in a similar fashion in 1999. Then in 2000, dump fees began to rise and green waste began to be recycled and utilized on projects. David DuBois saw this as a real opportunity and he went to the California Integrated Waste Management Board and acquired a permit to recycle green waste at his facility in Chino, California. This gave birth to yet another profit center for Mission Landscape, as they were now also in the mulch business.

Somewhere around the year 2003, the landscape industry went through a tremendous acquisition cycle. Wayne DuBois thought that this might be the opportune time to cash in his chips and spend more time enjoying the fruits of his labor. David DuBois approached his father and presented him with a plan that would allow him to retire, while keeping the company in the family at the same time. The way they did it was by forming an employee stock ownership plan (ESOP), where David would retain 40% of the shares, while the employees retained ownership of the remaining 60%. Not only did this work



(Right) Mission Landscape Companies relies on John Deere and Coastline Equipment for their heavy equipment needs.

Our Values

Mission Landscape Companies operate with a purpose driven philosophy and our mission, vision and values are embedded and threaded into the fabric of our culture, people and actions. The four basic tenets that make up the foundation on which our company is built are:

Service • we provide an integrated portfolio of professional landscape services and resources that surpass Client's value expectations while focusing on client success.

Teamwork • our world-class team is dedicated to helping all of our stakeholders, unconditionally.

Integrity • We are true to our word and follow through on our commitments to all of our stakeholders. We hold ourselves accountable for all that we do.

Quality • Is our standard of doing the job right without compromise.

out well for Wayne DuBois, but it also was the catalyst that launched Mission Landscape into a period of exceptional growth.

This growth included the start of a mulch-blowing erosion control service that tied in very nicely to the recycling division. Then in 2007, Mission Landscape acquired the landscape architectural firm, LandArcWest, and that merger took the company to its peak in revenue at roughly \$33 million a year. In 2009, Mission Landscape dropped the LandArcWest name and changed everything to Mission Landscape Companies, allowing them to operate all of the individual companies as a whole.

What goes up must come down or so they say. However, the latest downturn in the economy did not affect Mission Landscape quite as dramatically as other landscape or construction firms. Revenue did decrease and according to David

DuBois, this year will come in at around \$25 million, however most of this revenue was lost in the design and construction area. David DuBois, CEO & President of Mission Landscape explains, "Landscape architecture and development took a big hit, but the maintenance part of our business has remained strong. We will always be 70% to 75% maintenance at a minimum. We know from experience that this is how a landscape company must be structured. You need to have 75% to 80% service related and the other 20% focused on development. The companies that are a flip of this scenario are still trying to figure it all out. Many are just now jumping over to service and actually acquiring maintenance companies in order to make that transition. The construction end of the business was good for several years, but when it ended abruptly, many companies were left

with more overhead than they could afford. This is why maintenance is so important, it is a constant in both good and bad times."

Mission Landscape Companies' values were instilled many years ago with Wayne DuBois. When the new ESOP was formed, the new employee/owners actually helped write and define the company goals and values. These written values are much more than just a mission statement, they actually drive the company today and are constantly reflected on when making any kind of major decision. David DuBois continues, "I believe that every CEO's role is to remain focused on these three things: vision, cash and culture. You can have the vision and you can have the cash, but if you don't have the culture, it just won't work. These three areas balanced and managed



The Island Hotel : CLCA Landscape Maintenance Award Winning Project.



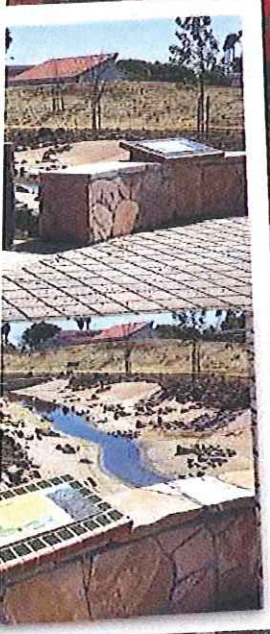
Malibu Legacy Park: Construction Division recently completed this 15-acre park project.



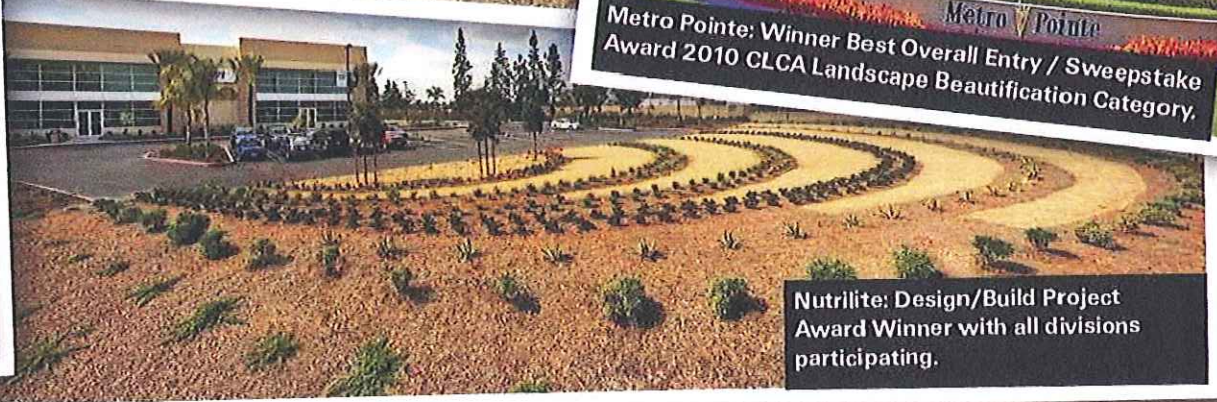
Mulch Division: As regulations continue to challenge this industry, Mission Landscape is fortunate to have started out in 2000.



Broadcom Campus: Challenging and rewarding project for Mission Landscape Companies.



Metro Pointe: Winner Best Overall Entry / Sweepstake Award 2010 CLCA Landscape Beautification Category.



Nutrillite: Design/Build Project Award Winner with all divisions participating.

correctly will take a company far. Our people know what to expect from the people above them and below them. We let them know that if they are facing a decision with a client or employee, they only need to ask, 'what do I have to do to be in line with our core values', and they can then be assured that they made the right decision."

Today, every employee at Mission Landscape Companies understands that only through exceptional service, teamwork, resourcefulness and quality results, can they continue to prosper in this highly competitive industry. Their commitment to ongoing education, training and technology strengthens the entire team and their value proposition to our clients. Today with over 520 employee/owners, Mission Landscape Companies continues to

look for good quality individuals that want to become a part of their company and culture.

National and regional awards have been bestowed on Mission Landscape Companies in a variety of disciplines including design, safety, sustainability, community stewardship and TOP 10 National leadership ranking. Recently they received three outstanding awards for excellence by its industry peer group, the California Landscape Contractors Association (CLCA) for the Metro Pointe property, the Court of Appeals in Santa Ana, and Nutrillite located in Buena Park.

Mission Landscape Companies has had the honor of working on some of the most recognizable landmarks in California and beyond. Their list of accomplishments could fill volumes and they go way beyond business

and profit. Every team member at Mission Landscape Companies knows that they are quite fortunate to have and work for such a fine company. They also know that it would not be possible if not for the wonderful community that hires and entrusts them each and every day. One way that Mission Landscape gives back to the community is through their work with Orangewood Children's Home in Santa Ana, California. With the assistance of Rosemary Hinko of John Deere Landscapes Company, Mission Landscape arranged to take care of Orangewood's landscape construction and maintenance needs. Other companies like Rainbird and Hunter have also pitched in by donating tens of thousands of dollars in material. David DuBois adds, We wanted to support a charity that we

could really get behind. By helping Orangewood Children's Home in this way, we hope to make it just a little easier for these kids. Landscape is an emotional touch and we want that first impression to be one of hope and tranquility. This is very important to us."

Mission Landscape Companies are award winning, and one of the largest integrated professional landscape firms in the United States. They currently serve their customers in California from San Diego to Sacramento, as well as other countries including Egypt and China. Today they remain very busy with jobs like the 44-acre under roof Sketcher building in Moreno Valley, where they were chosen to be the Landscape Architect. In addition they are currently finishing up on their responsibility as the Landscape

Architect for a new resort in Alexandria, Egypt. Locally Mission Landscape is currently designing new model homes, as well as working on re-image design projects on apartment homes, and working on plans for new apartment buildings. The construction company just finished Malibu Legacy Park, a 15-acre park in Malibu, California with native plants. The community park will serve a water retention purpose, while also educating the public on eco-green sustainable landscape. The list goes on and on with jobs like Pelican Resort, where Mission Landscape was responsible for the clubhouse, common area and golf course improvements. The Broadcom campus was a challenging job for Mission Landscape in that they were required to order and install native plant material a year and a half in advance, so that everything would flow right and come together on time.

The future looks bright for all of Mission Landscape Companies' employee/stakeholders, as they work towards their team vision of becoming a \$100 million company by the year 2017. Everyone at Mission Landscape knows that as the company

prosper, they prosper, as they take more of an ownership role each day at every level.

Mission Landscape is currently implementing certain strategies in order to be position themselves for future growth. They have invested over \$1 million over the last two years on marketing and other efficiencies, such as new heavy equipment purchases, as well as hardware and software upgrades. This effort has already resulted in increased productivity, and investments in administrative software like Enterprise 1 (E1) by Oracle have increased time efficiencies by as much as 80%.

Mission Landscape Companies provides landscape architecture, development, maintenance, water management, tree-care and environmental services to multiple markets including Commercial & Corporate, Retail / Mixed Use, Lifestyle / Neighborhood, Resort / Hospitality, Master Planned Community, Multi-Family/ Senior Living, Estate, Athletic Fields, Municipal, and Green / Sustainable with a focus on sustainability, design, customer experience and return on investment. For more information on Mission Landscape Companies, please visit them online at www.missionlandscape.com or call 800-545-9963. **CC**

Quote

"We rely on **John Deere and Coastline Equipment** for our man operated ride-on power equipment. With John Deere, we know that we can rely on the reliability and consistency of their product line. At Coastline Equipment, they don't just sell us a piece of equipment. They listen to our needs and look at our application and then give us their recommendations. Many times it is a solution that we did not think about and it ends up saving us money and other resources and we appreciate that. They truly look out for our best interest."

David DuBois, CEO & President,
Mission Landscape Companies

Below: Preparing greenwaste to be process in tub grinder for use as mulch product.

