

BACKSTORY

INTERVIEW BY LAUREN DOWDLE



Kirk Brown

PRESIDENT
KIRK'S LAWN CARE
LIMERICK, PA.

EDUCATION

Owen J. Roberts High School
Pottstown, Pa.
Class of 2010

WORK EXPERIENCE

2008-2008

Intern
Hallman Landscaping
Spring City, Pa.

2008-2015

Front-end supervisor
Kmart Corp.
Phoenixville, Pa.

2003-Present

President
Kirk's Lawn Care
Limerick, Pa.



"I always enjoyed being outdoors and had all of the basic equipment already. I started mowing a couple neighbors' lawns, and it grew from there."



"We are not a large company, but we try to give back to local causes and initiatives whenever we can to better those who have helped us so much."



"I like to run with a local track club. Running is my stress reliever."



"I am a firm believer of always remembering your roots."

"My high school's horticulture class taught me skills that have been useful day to day in my business. The class confirmed my early belief that I wanted to pursue the green industry."

"Find a way to stand out from the rest and market your differences."



WORDS OF WISDOM "Think of nontraditional ways to attract and incentivize employees." • "I think being younger allows me to see business and marketing practices on the horizon and quickly adapt to them before my competitors." • "I periodically check online software directories like GetApp or Capterra to see what's new. I have been able to discover and start using great software when they were at their infancy." • "I try to mentor and teach others some of the skills and mistakes I have learned along the way."