



## Episode 01

### Saving lawns and improving life

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#### SUMMARY KEYWORDS

people, turf, industry, business, lawn care, life, hiring, entrepreneur

#### Podcast Transcript

Music Intro

**Sara:** Hi, and welcome to our first episode of Canadian Turf Talks. I'm Dr. Sara Stricker from the Guelph Turfgrass Institute. I have a background as a Bachelor of Science, a Bachelor of Education, and Master's and PhD in plant pathology. So, my job is to kill and cure plants as a plant doctor. I'm currently working as the Communications and Outreach Coordinator at the Guelph Turfgrass Institute, and I'm here with my podcast co-host Reg Langen.

**Reg:** Thanks, Sara. Reg here. So, I'm the director. Currently, I'm the director of landscapes for Greenwin Corp. I've been in the turf industry since I was 17. I started in the golf industry back in '99. I've been in commercial landscaping and snow. I've been in the parks department for the City of Mississauga, I spent some time in the lawn care sector. And I'm also a board director on the board for Ontario turfgrass research and the OTRF Board.

**Sara:** Yeah, Reg and I are like the Ying and Yang of the turf industry; I've spent my life in a lab And Reg has had his boots on the ground. So, we're going to be using this podcast to look at the behind the scenes in the turfgrass industry of sod production, lawn care, golf, and of course, sports field management.

**Reg:** I think the purpose is to shed light on some interesting stories around the turf industry that could be, you know, revolving around the people, and the things that they're doing that are creative and different that you may or may not be aware of. And then to dig into some of those topics and learn a little bit more about the people, the places we live in the turf world.

**Sara:** Yeah, we want to learn from each other and improve life in the turf industry, because that's the motto of the University of Guelph. We've got to improve life.

**Reg:** Well, it's funny because the OTRF, our motto is to improve the places we live, work and play.

**Sara:** Yeah, that's awesome. Well, let's get into this. For the first episode of Canadian Turf Talks, we decided to invite someone to represent the Canadian lawn care industry specifically Kyle Tobin, the CEO of LawnSavers Plant Health Care Incorporated from Vaughan, Ontario. Now, Kyle's business is award winning, getting the Consumer Choice Award HomeStars Best of Award, Readers' Choice Award and recently best places to work from Lawn and Landscapes.

**Reg:** But that's his motto, like that's what lawn savers model is "We'll make you say wow". And knowing Kyle, I know he brings that every day. He's focused on culture. It's a big deal. You know, he's, he's, I have much respect for the man like...

**Sara:** Oh yeah, we chose Kyle is an example of a career in the turfgrass industry where you can build a business from the ground up and be an entrepreneur. Now for more on that we have Kyle Tobin on the line here. He is the chief environmental officer and principal of the LawnSavers.

**Kyle:** That is correct.

**Sara:** All right. I had to double check that because environmental officer, I thought it was executive officer. Did you just make that up yourself?

**Kyle:** I'm also the chief elf when it comes to our Christmas decorating business.

**Reg:** Haha!

**Kyle:** I don't know. I just don't think of myself as a CEO. I just find that those are weird statements for, in reality, you know, small business,

**Sara:** Of course. Okay. Kyle, can you tell us a little bit about yourself and how you got into the turf industry?

**Kyle:** Yeah, I kind of got in by accident. So, I started when I was 16 years old as a student called Starving Students. And the objective at the time was to make some beer money for the weekend. For our jam sessions, my lead singer and I, my friend Bryce, we decided to clean pools - saw some pretty good inspirational rock videos that showed how successful you can be at cleaning pools and getting a tan and just, you know, having fun. And so, we thought maybe, hey, we get some of the beer money for the weekend and be able to pursue our rockstar dreams while we were jamming. You know? Makes sense, doesn't it? Isn't that why everybody starts?

**Reg:** Oh, that's beautiful. So, Kyle to give you perspective, because I did the presentation at OTS this year, so then Sara texted me. She's like, "Will you do a podcast with me?" Because I'm a glutton for punishment and I needed more work to do. I said, "Yeah, I'll do that with you." Because I think it's interesting. And I think there's lots of great interesting people in the turf industry, and your name was one of them. So yeah, I'm the support, which normally I'm the out-front guy, but I'm gonna do my best to just try to let Sara run her house because she's kind of the real worker behind all of it.

**Kyle:** So in short, she'll be editing you the most.

**Sara:** Haha!

**Reg:** Oh 100% I mean, I know. Well, I tend to, I tend to overbear right. So, I was like, look it it's your house. It's your house. I'm just here. I stand down. I stand down right?

**Sara:** Haha!

**Reg:** So, like, so you're doing all these odd jobs. When did you...When did you kind of - And how did you decide - okay, lawn care is the focus.

**Kyle:** Not one person called us to clean their pool, not one.

**Reg:** Hah!

**Kyle:** And the first job we ever did was washing walls from an old veteran couple. And they paid us so well, we thought we were getting paid 40 bucks for four hours worth of work like 10 bucks an hour, you know? And they ended up giving us a check for 160 bucks, and we're gonna we're like, "Okay, well, let's go back and change our flyer to any odd jobs done." From doing landscaping work and construction work. So, the easy one was getting out of grass cutting, I knew I didn't want to do that. Because just like we got into it, any odd kid with their mom's lawn mower can be your competitor. So,

we did landscape construction, and then tree care, and then irrigation. And I had heard of the concept of recurring revenue. And so, lawn care is the one that fit the bill. So, I started focusing more on lawn care, doing applications. It also didn't make sense to me when I saw those tanker trucks out there, like the chemlawn tanker trucks, I always thought that made no sense. Why would you apply all these things at once when you don't need them? And coupled with the fact that I could only afford a 100-gallon sprayer, it all just kind of made sense together - just apply as necessary. I didn't know what IPM was at the time. But IPM the concept in my head made sense. It just I didn't know what that's what it was called.

**Sara:** Integrated Pest Management. Right? You just respond to the situation as you see it. Yeah. Now what kind of educational background do you have? Like, how did that prepare you to run a business?

**Kyle:** So, I have a BA in Political Science, but... lots of business courses. I've always been a student of business. Ever since I was a kid, reading the newspaper I'd read the business section. I became an investment advisor, but kept coming back to my business. So, I did that for three years and finally decided I didn't like it. It wasn't really a truly independent kind of business for me. So, I learned to jump in with both feet. And I liked it. I liked the fact that they were wearing construction boots, work clothes, yet they were successful, and they just weren't showing it. Whereas the contrast in the investment industry, and I'm not trying to offend any of my friends out there that are still in it, the contrast was it was all show in the investment side of things. They were very successful or became very successful. But the landscaping, I love the humility in it, and it wasn't about show.

**Reg:** Awesome. So, what's it been like over that period of time to watch LawnSavers go from washing walls to where you are today. Like,

**Kyle:** I think it's just a combination of all of the things together. Business to me is an evolution. It's like playing a never-ending game. And it's about strategizing. And, you know, whether it's Snakes and Ladders, you're falling back and then always climbing back up. There's always a challenge that comes up. I would say a lot of it's meeting people along the way lessons, learned along the way from others, that type of stuff comes to mind most

**Reg:** I always equated it with Monopoly. Right? It's monopoly to me, it's like, how do you build, you know, and it's always there's the strategy changes as the game goes on.

**Kyle:** Yes, yup.

**Sara:** This kind of links into the next question I had, you know, what's the biggest, like struggle you've had throughout these years? You know, what was the obstacle that you had to go over? Or maybe an obstacle that keeps coming up over the past few years?

**Kyle:** People.

**Reg:** Yeah, yeah.

**Kyle:** But you know, the biggest, most consistent struggle has probably been realizing my deficiencies, trying to have a better balance. Entrepreneurs kind of start off kind of thinking they can do everything by themselves. Right? And often, they have to. You've got to. Money's tight, scarce resources, and then you keep hitting your head against the wall. And one day you realize, you know, you need more people. And I think that that's always the struggle, always going to be the struggle. People say, "Oh, you know, you need to hire people better than you" and other cliches that are kind of like that. Well, they're not cliches. You know, it's kind of, I guess, the development of you over time that helps you realize, yeah, I need people that are way smarter than me.

**Sara:** Delegation, right?

**Kyle:** Well, delegating to people that are smarter than you. Right?

Sara Yeah.

**Reg:** I think it's that part where, it's like any leadership role, right? You start to hand off and as you hand off, you're not touching it as much. And so, you know, that creates some pressure to, you know, does this person really have what they need to be successful the way I want it done? Or - but - there has to be a point where, you're only one person, you can only handle so many avenues, right? So, having the right people in the right seat is going to be really critical to success, right?

**Kyle:** Yeah. It's kind of acceptance too though. That maybe it won't be the way you wanted it done. And maybe you didn't do it, and you would have done it slightly differently... but it's still really good. And so that acceptance of that takes time. You can't just check the box and say, "Okay, that's what I do now. I just accept everything." You know? You have to learn to accept.

**Reg:** What do you like best about being an entrepreneur and the chief environmental officer? What is it that really gets Kyle going?

**Kyle:** I truly think what I like the best is seeing people grow. When I really think about what gets me all tingly inside or something like that, it's somehow making a positive impact on someone's life, someone's career, someone's home, someone's life's, someone's challenging situation that they're encountering. And it's not always work. Right?

**Sara:** Uh huh. Well, I know that you just recently won an award for best places to work from Lawn and Landscapes. I mean, just listening to you talk makes me want to work for you. But, what do you think made your organization the best to work at?

**Kyle:** Well, number one: I didn't win it. And I mean, that seriously, though, we won it.

**Sara:** Yeah.

**Kyle:** I didn't win it. Everybody won it. They're the ones that answer the surveys. They're the ones that have created that culture. I've mildly guided it along, and kind of amplified things that I like, and tried to stop other things that I don't like seeing around here. But it's never just one thing. It really isn't. Because I still don't have the answer. But I always hated the word culture. I think it made no sense. I thought it was too trendy. I thought it was too manufactured. I thought everybody just when they talked about it thought they're just going to create it one day, and then hey, it's done. It's not like buying a truck. It's, it's like a hole that just fills itself. And you can just help it along. And that's truly - once I started figuring that out that I couldn't make it myself, that's where it kind of clicked for me. I think I'm on the right road right now, in helping everyone around here create the culture that they want to work with, and work in.

**Sara:** Are you hiring?

**Reg:** He's always hiring. He's always hiring, Sara. I think it's a very dynamic thing, right? Creating that culture or whatever you want to call that, that workplace. I think it's just caring about the person next to you is the number one thing that I find creates a good culture. It's, you know, that's the key to creating that environment, I'm going to say, that people want to work in.

**Kyle:** And some people don't want to be part of that. Some people don't view their job in that way. I want to come in, do my 10 hours, be gone. And that's cool. They can go work somewhere else. I've had some pretty talented people here that just didn't seem to care about anything, or the people around them. And you could tell. And either a) they just care about themselves, or b) they just don't care about anyone else. I mean, so usually it's both. It's not going to work out. I don't want to work with it. And why the hell would I think that anybody else here would?

**Reg:** Yeah, your slogan is, "We'll make you say, Wow", where did that slogan specifically come from? Like, how did that come to be?

**Kyle:** It took a long time, because I hated mission statements. Especially when you see these long paragraphs. And then, there used to be a time where people expected you to memorize those. It made no sense. I knew it needed to be short and sweet. I think I found myself saying something like that, that

our job was to make somebody say, Wow. Those types of things. And I had to kind of figure it out. How did it click? Because really, what "Made them say wow" was about is making each other say, "WOW" first, then making the customer say, "Wow", and in turn, making the company say, "WOW." So that doesn't just happen by sitting down with a piece of paper one day. It's a lot of...

**Sara:** Yeah

**Kyle:** ...turning in your head and your brain over years to kind of come up with that.

**Sara:** Yeah, the only mission statement I know that's shorter than that is the University of Guelph, and we only have two words, and it's just "Improve life". But we've been, you know, here since, what? 1964. And it was much longer and it's boiled down to the end, it's "Improved life!" Just always be improving.

**Kyle:** I was gonna say, "Was it always that way?" Because I doubt it. Because it used to be like, the longer the better. And maybe this is the trend, the shorter the better.

**Reg:** But, but it makes more sense, right? Because the mission statement should be something that you can tie all ideas back to. So, making it simple and easy to remember is really critical.

**Sara:** Well, I mean, I don't want to age you at all, but you've been in the industry for a little while. But what would you say if you could have a time traveling machine and you go back to the Kyle that had just started the LawnSavers business. What would you tell that - that version of you?

**Kyle:** I'm still very young, thank you.

**Sara:** Haha

**Reg:** Subjective! Subjective!

**Kyle:** There's much older people around this business than me, that's for sure. I would say take different risks earlier in life where the failure doesn't matter as much. It's harder to do that with three kids, it's hard to do that with a mortgage, harder to do it when you have, you know, more payments and things like that to make. So usually, people have a good sense of what they know the right answer, and the right thing to do is, and you got to just go for it. And you got to trust yourself, and you can't be dumb about it. Like I mean, think about it, think it through a little bit. But take those risks. Go for it. Do it earlier. Because it takes time for a lot of things to grow and flourish. And you have less and less time the later, and the older you get.

**Reg:** I think there's a book, I don't know if you've read it, but Daniel Pink's a great author and he's got a book called Regret that he just came out with. And it's the biggest regret that most people have is the action they didn't take. Right? And I always, I always, I always liked it. It's like, try, you know, trust yourself and take a risk.

**Kyle:** Yeah, I think the stakes are the same, kind of, but the consequences aren't as bad. I guess.

**Reg:** Mhmmm. Fair enough.

**Kyle:** You know? Like, like, that's the thing is, you can deal with those consequences earlier.

**Reg:** Mhmmm. What goal, after all these years, you know - it's not that many, because like we said, you are young - what goal is out there that you still want to accomplish?

**Kyle:** This is gonna sound - I don't know - Well, it's gonna sound like the truth. It's time. As I'm getting older, because I do recognize I'm getting older, I'm seeing my children grow older. I mean, I have one that's of and going into second year university now. I still think I'm really young in my head.

**Sara:** Haha

**Kyle:** But what I'm realizing is, "Oh, my God, they're going to be gone soon."

**Sara:** Uh huh

**Kyle:** And the problem with being an entrepreneur is how much time you put into your business. And sometimes you think that putting time in is the answer, versus just doing things smarter in less time. And I think that's where I've really kind of failed over the years. So, although I know that may not seem like a goal. Well, it is my goal. My goal is to get the hell out of here earlier. I have an alarm clock that goes off at four o'clock on my phone now. Just to remind me, you are thinking about leaving.

**Sara:** I'm gonna take that advice. I'm gonna start doing that.

**Kyle:** Because usually, I don't think about leaving until everybody leaves the office.

**Sara:** Yeah.

**Kyle:** Right? And then I start thinking about leaving. And then I realized I haven't done anything that I wanted to do today yet. And then you stay there later. I think a lot of people have - they fail themselves that way. Because isn't that the point of being an entrepreneur? You're supposed to be able to have it all. You know?

**Sara:** Yeah.

**Reg:** I think it sounds like balance, right? And that's the balance. And the thing with balance is - is not it's not finite, right? Because you're - especially in a seasonal business, right?

**Kyle:** It's recognizing that more time does not equal more success. Right?

**Reg:** Uh huh.

**Kyle:** It's not - I'm not being paid by the hour. Right? My outcomes are not measured by the hours I put in.

**Sara:** Yeah.

**Kyle:** It's by the focus on the right things.

**Reg:** So, I want to I want to ask a follow-up: In Kyle Tobin's mind, how do you define success?

**Kyle:** I used to think it's money. I used to think it's size of the company. I used to think all those things. Seriously, it's seeing other people become more and more successful around me, right?

**Sara:** Yeah.

**Kyle:** But career success will ultimately be more time for my family.

**Sara:** Is there someone in the turf industry that you actually admire and look up to and - or maybe go to for advice?

**Kyle:** Besides Dr. Stricker and Reg?

**Sara:** Hahaha! Sure!

**Reg:** Wrong person to look for - for advice from me, bud.

**Sara:** Hahaha!

**Kyle:** Well you know, sometimes you're - I'm a little afraid to name names for fear leaving somebody out. Because there's so many great people from Paul and Rhonda Gaspar, Jen and Chris Lemke, Roger Monjo, Gavin Dawson, Alan White, Richard Reid, Andrew Ziller... a lot are from the States too. Beth Berry. She's awesome. The whole Reel Green crew. There's so many great people there that I met. A lot of friends and colleagues in the peer groups I've been lucky to be a part of, like Trent Ragar down in Arkansas, the Leahy's in Maryland, and others in there as well. I mean, you know what it is? They all love to give, and they share, and they don't view anything as a competition. You know? It's what people do with ideas., it's not the ideas themselves that are meant to be held tight to the chest and not show anybody. I mean, those are just some of them. There's a lot of others. Those people are

there often when you get tired of being in business, you get tired of your industry because I - I mean, maybe I'm the only one that gets tired in the turf industry.

**Sara:** Hah! Yeah, of course!

**Kyle:** Like in the spring or something, and when you just want to say, "The hell with it all!" But those people are always there to pick you up a bit. Just when you're about ready to quit,

**Reg:** What - what's been the biggest challenge? And what would you say is the biggest challenge in actually managing lawns? Like, in actually managing turfgrass, like, more technical side? Not people side. But like, what have you found has been like, "Wow, we just can't beat this."

**Kyle:** See, I wouldn't name like a disease or an insect or some sort of vector like that. Because those are things that can be overcome - weather and people. Whether meaning, like, I don't know, it's getting hotter, drier, more extreme, these types of things. Yes, I believe in climate change. I don't know if it's global warming, per se, or whatever. But the weather changes seem to be just more pronounced, and it's harder without certain products, right? So many products that we have to use today are temperature dependent, and they can be used in the heat. And that's really tough. And when I say people, I'm talking about customers, talking about convincing people that we don't do it all for them, that it's a partnership, and they have to do their part. And we call it the gym analogy, where it's like I can - you can hire a personal trainer, you know, and they can make your muscles hurt. But they're not going to go home with you and make you do your cardio, make you eat, right, make you do drink lots of water, and do all those smart things that really get the results. I would say those are the biggest problems. When those things are more temperate, and people are doing their part, they think we're heroes.

**Reg:** It's funny being in being in the industry, as long as I have, you learn that mother nature can make you look like a hero and it can make you look like a zero very quickly. And a lot of people don't know, and you can stand there, and you know, people's expectations are there. But you're like, look, you know, you have the resources you have. Like, it's 40 degrees every day. You know? There's no plant out there that has air conditioning, right? It's, you know, you're putting moisture down, but it's still not working. Like, there's just some plants that shut down. It's just the way the world works. Right? So...

**Kyle:** So, don't wait until it's been 35 degrees outside for seven days straight, and then go, "Oh, maybe I should water my lawn." You know?

**Reg:** Yeah!

**Sara:** You've mentioned a couple times now that one of your biggest issues is people and you've mentioned now with the customers, but I know a big issue in the turf industry and the larger sector is hiring and finding enough staff. So, do you have any tricks or tactics for hiring your seasonal staff?

**Kyle:** Oh, I got a ton, but I'm not going to tell you.

**Sara & Reg:** Hahaha!

**Reg:** I thought that too. I was like, "he's not going to share that out loud." Come on now

**Kyle:** No, I, I wish I did have that. And really, the biggest trick right now that we're using is - I'm involved in that most of the time right now, I've kind of pushed other things aside. And it's just constant searching.

**Sara:** Yeah!

**Kyle:**...searching for, like, really, it's like the old guerilla marketing idea. You just, it's what you talk about and focus on the most, people start doing. We all know referrals - like employee referrals - or searching out for resume databases. We all know handing out cards. Whatever, all of those types of things. But I think the more we talk about it, and keep hammering on it, the more that people start thinking about it a little bit more. It's not always in somebody's best - or in their front of mind, sorry - to be thinking about,

“Hey, let me get a referral for the company because I can see how that will automatically make there be less load on my shoulders and then my life gets easier.” I mean, I think about that, but others are like. “I gotta get these jobs done today.” Having a good story to tell obviously matters. And then telling that story over and over again. And then another, I guess a big part of it is keeping your promises to people. Those are the things that I noticed in interviews, where I'm shocked that other companies don't keep their promises. There's the big secret.

**Sara:** It's out!

**Reg:** Give us an example of a property that you guys do your jobs on that is really interesting. Some of the – some customer that you could share that is a really interesting spot where you first went out to let's say, quote or something like that, and you were like, “Wow, this is gonna be a sweet, sweet opportunity.”

**Kyle:** So being in the turf industry and doing Christmas decorating, and because of the fact that we have so many clients, it's always fun to recognize a name or see a property that you just didn't know existed. Whether it's overlooking the whole city. You know, there's some pockets around Castle Loma where, I guess the elevation just changes, and all of a sudden, the VISTA it's like, just incredible! Or a lot of guys love posting on our internal chats when they're overlooking Lake Ontario, whether it's over the bluffs, or in Oakville, and they're at these amazing estates, and it's just a cool breeze coming in on a hot summer day. Doing St. Joe's hospital for Christmas - recognizable properties are always a lot of fun. But the one story that I love was back in the days when I wanted to be a rock star, the first concert I went to when I was about 13 years old was Triumph. And they're from Toronto. And so, I was pretty young at the time, like meaning like, in my early 20s, I think, and I remember call display just happened. And earlier on when, I was like 16-ish, was when we did a movie called Prom Night Three with our band. And we had the record at a studio called Metalworks in Mississauga. And in the back of that studio was the drum riser and the backdrop of the Thunder Seven tour - my very first concert, right? And I remember being there. And so, Triumph was in my blood. I loved them when I was younger. And then it was like, oh, then again. And then one day, with that call display, pops up Metalworks. And he's like, “Yeah, you know, so my boss needs somebody to come and take a look at his property.” And I knew what Metalworks was. So I'm like, “ I'll be right out there to take a look.”

**Reg:** hah!

**Kyle:** And it was in Mississauga. We didn't serve as Mississauga yet, at that time. So, I raced out there because I'm like, it can only be one place, one boss. I know who the boss is of Metalworks. And it was Gil Moore, the drummer and lead singer of Triumph. And so, I get there. And I'm telling you, this was a quintessential 70s rock star pad. It was like a bungalow that just shot out in different ways. And I'm telling you, the pool was shaped like a piano. And it was, it was just so cool. So, I did anything and everything. I mean, I probably quoted it far too low, but I wanted the job. And I threw in everything to make sure that this worked. And then one day he calls me back says, “Yeah, my boss wants to meet you there to go over a couple of other things.” So, I raced out again. And sure enough, it's Gil Moore. A little balder, a little older than I remembered.

**Reg:** haha!

**Kyle:** But you know, it was him. And then we start walking around. And he's like, “Oh, you know, you've done a lot” he's like, praising me. And then finally I just crack and I'm like, “Mr. Moore, you're the first concert I went to. I'm a drummer, I always wanted to be a drummer, like you. And I can't believe you're saying this about me.” You know, it was it was a blast. I loved it.

**Reg:** So, I know your drummer. Do you have any other hobbies that you know, outside of turf, that kind of gets you away?



**Kyle:** Well, I mean, I love playing hockey. I don't know, I don't get a chance to indulge in my other hobbies as much as I'd like. Because of that stupid time thing. One of these days, I'm going to be a pilot. Complete. I kind of baby-started my lessons, I've got all the gear, my flight bag, everything. But I've got to make the time to really get that license. I really enjoy flying.

**Reg:** What advice would you give someone coming into the turfgrass industry today?

**Kyle:** Hmm. Remember that you have a business and not just a hobby. Recognizing that if you're gonna get into business, you're not creating a job that just pays you by the hour - that you have to create an actual business – an entity that needs to pay for other things outside of just your own wage. And so, I would tell that anybody new coming into it, that wants to start their own business, to really think of it like that. The other thing that I would say is, it's not just golf. It's not just golf to be in the turf industry. There's a heck of a lot more acreage of turf out there, collectively, in people's front and back yards. And when people really start seeing that they can make a bigger impact that way too, and not just be in one sector, in the lawn care side of things - the lawn care industry - so many people will find that there's massive opportunities with great wages, great benefits, and great opportunities to grow and still do turf. They're doing turf all the time! And they're going to make a bigger impact. Homeowners care and they really want to do right by the Earth and right by the environment.

**Reg:** How good is - how good is - how good is Kyle Tobin's lawn?

**Kyle:** Oh, geeze. I struggle with my son and daughters mowing the lawns the frequency that I preach. And I don't have enough time to do it. It's - it's not bad. The front's better than the back but it's not as nice as yours. I see you posting pictures boasting about your lawn.

**Reg:** Yeah, no, I also killed half my lawn. I like to mess with stuff, right? So, I'm - I like to tinker. So, I tried to topdress in November with topsoil and it got trampled. Like, I made a huge mess. My wife's like, "What did you do?" So, the bounce back, she's like, "Wow!" I'm like, "Well, you know all that education and schooling and conferences, it does pay dividends." Right? Education is important. So...

**Sara:** Well, I guess maybe one last question is, you know, what's, what's next for you? And what's next for Lawn Savers?

**Kyle:** I think what's next for us is to keep growing, growing those people around me, growing personally, and hopefully you'll see me up in the sky before I'm too old.

**Sara:** That's awesome. All right. I'm gonna land the plane now. If that's okay, you got any more questions that you wanted to ask?

**Reg:** No, I'm good. I'm good. That's a good analogy, though. I like it. I like it. I like it.

**Sara:** All right. Well, thank you so much, Kyle, for joining us on this. We learned a lot about being an entrepreneur and the turf industry. And I think we can all learn a little bit from LawnSavers and in taking care of our lawns as well.

**Reg:** Kyle, as always, a pleasure. Enjoyed having you. I'll leave the final words to you if you'd like to say anything.

**Kyle:** No, it's been a pleasure to do this with you, especially for an inaugural podcast. But I - I commend you guys for doing this because too often, one of the things I've always seen in this industry is we don't have enough Canadiana. Like, and I don't mean like CBC Canadiana. I just mean, we don't necessarily decide to do our own thing as much as we probably should.

**Reg:** Thank you. Appreciate that. For sure.

**Sara:** And thank you to our listeners for tuning in to this episode of Canadian Turf Talks where we aim to bring the Canadian turf industry to your backyard. This podcast is brought to you by the University of Guelph and the Guelph Turfgrass Institute.

Music outro