

New Research Shows **WALKER MOWER 20-25% MORE PRODUCTIVE** Than Competition



# WALKER TALK

SERVING LAWN MAINTENANCE PROFESSIONALS

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Takes 'Spare-Time'  
Mowing to  
New Heights**

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BIGGEST  
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WALKER TALK is published by Cygnus Business Media 1233 Janesville Avenue, Fort Atkinson, WI 53538. Phone (920) 563-6388. Printed in the U.S., copyright 2015 Canada Post PM40063731. Return Undeliverable Canadian Addresses to: (WALKER TALK), Station A, PO Box 54, Windsor ON N9A 6J5.

# WALKER TALK

## My Hero

Mr. R. G. LeTourneau (1888-1969) was a “bigger than life” hero to me. In the 1940s, 50s and 60s, LeTourneau would fly around the country in his converted A26 bomber airplane and give his testimony about how the Lord had blessed him. When I was a young boy of 12 or 13, my family went to hear him tell his story at a gathering in Ashland, Kansas, one Sunday afternoon. The part that resonated with me was when he told about meeting with his minister after dedicating himself to living for the Lord. He had prayed to the Lord, “I will do anything You want me to from this day on”. Mr. LeTourneau assumed he would need to stop being a businessman and become a minister or full-time Christian worker. But the minister said, “God needs businessmen as well as preachers and missionaries”. Inside of me, I knew that was what the Lord had for me to do too.



I began to follow the path to become a Christian businessman, which included getting a mechanical engineering degree at LeTourneau College (now LeTourneau University) in Longview, Texas, an institution founded by Mr. LeTourneau. Six years after graduating, I was able to start working at Walker Manufacturing with my dad and brother—and 40 years later, here we are.

Mr. LeTourneau liked to say, “I am just a mechanic whom the Lord has blessed”. But that understates his genius, giftedness and work ethic. From his early work in the 1920s and 30s, Mr. LeTourneau made his mark in developing and building big, powerful heavy-construction machines. His work with diggers and earth movers resulted in a machine that would scoop up 150 tons of dirt and move it to another place at 15 mph. During World War II, LeTourneau supplied over 50% of the earth-moving machines used in the war effort; machines used to build airfields, roads and artillery emplacements, and to clear rubble. After the war, President Truman gave LeTourneau recognition for his “aid in the war effort” with a Certificate of Merit Award.

Making big machines that helped us win World War II reminds me of the idea, “It’s not just a big earth mover, it’s what the big earth mover does” that makes it a wonderful invention. While not to be compared to LeTourneau’s accomplishments, concerning the Walker Mower, I like to say, “It’s not just a lawn mower, it’s what the lawn mower does”.

If you would like to read Mr. LeTourneau’s autobiography, *Mover of Men and Mountains* is available at bookstores. It would be my dream to inspire a few young persons like Mr. LeTourneau inspired me. **WT**

*Bob Walker*

Bob Walker, President



# "I'M MY BIGGEST COMPETITOR"

Greenscapes has captured the apartment complex market around Glendale, Arizona, by building relationships and keeping property managers happy.



Greenscapes owner Frank Granata

**F**rank Granata has uncovered a niche in Glendale, Arizona. That niche is apartments, 33 of them to be exact, ranging in size from 200 to 700 units. Five crews provide the weekly maintenance, two offer installation and enhancement services, and yet another tends to palms and

other trees. Greenscapes also fertilizes its properties five times a year and installs and maintains irrigation systems, the lifeblood for desert Southwest properties.

A company this size—with 55 employees, eight crews, 10 Walker Mowers and a plethora of other equipment—normally operates out of a large

facility with a considerable management staff. In this instance, the opposite is true. Granata and his wife, Antoinette, conduct business from their home and have enough room on a two-acre lot to park trucks, trailers and equipment.

"If we get much bigger, we will have to move the operation," Granata admits.





One of the company's 10 Walker Mowers works through a mature stand of ryegrass.



Antoinette handles the business end of the company from their home office.

"Right now, we're at a comfortable size. Crews know what they have to do and I spend days checking on properties and checking with property managers. More growth would require another layer of management, and I enjoy being involved in the business and with the crews on a daily basis. I guess you could say I don't subscribe to the theory of 'working on instead of working in your business,' at least not yet, that is."

### IDEAL MARKET

Granata started his business in 2004 after purchasing a small portion of his future father-in-law's landscaping operation. At the time, he enjoyed the creative side of the industry and concentrated on installing and renovating landscapes. Maintenance soon followed to ensure consistent cash flow.

"One of my first moves was to add a maintenance crew," Granata relates. "I eventually gravitated to the apartment

market for a couple of reasons. Yes, it's competitive, but not as competitive as the residential market. One crew can do a property in a day, which cuts down on windshield time, and I can do a quality check by making one stop instead of several. In addition, with apartments, I only have two people to answer to: the property manager and on-site maintenance supervisor."

If there's one drawback, Granata drives 150 to 200 miles a day in Phoenix traffic and logs hours of phone time directing enhancement and installation projects that account for 30 percent of his work. He's involved, however, which is exactly what he likes.

Walker Mowers became part of Granata's operation early on when he outfitted his first crew with two used models. Today, each of four crews operates with two 23-hp Walker Mowers with 42-inch GHS decks. Another crew has one Walker Mower. There's one more in the shop on reserve.

"I've gone exclusively with Walker Mowers for two reasons," Granata points out. "They're very easy to work on. In fact, it takes me only a minute or so to change any belt right in the field. Furthermore, there's no other riding mower I've seen that leaves grass as beautiful as a Walker Mower."

Trailers also include two Honda push mowers for small areas. They come in handy during the winter, Granata adds, when a riding mower may be too heavy for maturing ryegrass.

### TURF CYCLE

*Walker Talk* visited Greenscapes in December. The ryegrass had been up less than two months thanks to an unseasonably warm fall.

"Ryegrass doesn't do well in excessive heat," Granata notes. "Normally, we throw down rye seed in October and get our first cut maybe two to three weeks later. The ryegrass goes through May when it gives way to Bermuda for the hot, summer months. In September, we shut off the irrigation and start scalping

the Bermuda. Each week for three weeks, we drop the mower deck down a notch before seeding again with ryegrass.

"The heat in the summer is brutal, but you just grin and bear it," Granata continues. "That's one unfortunate thing about working with apartments. Crews can't start working until 7 a.m. Before the summer heat sets in, we conduct a dehydration safety meeting, alerting crew members to symptoms and advising them about how much water they should be drinking. Our employees, though, are experienced and savvy about how to work in the heat."

### ODDS AND ENDS

Antoinette juggles being a stay-at-home mom with two young girls and running the business side of the company. "We grew maintenance pretty quickly and I'm sure we could get bigger in a hurry if we wanted to," Granata says. "Antoinette feels comfortable with our size right now and being able to work at home, but things may change as our children get older. Adriana is seven and Gabriella is nine.

"We've never done any advertising," Granata continues. "Instead, our growth has been the result of relationships we've developed with property managers. They know how they want their properties maintained and our job is to deliver on their expectations. That's one main reason why I don't want to get bigger. It would detract from my ability to be hands-on with the properties and maintain that close relationship with the managers. Already, we are adding one more maintenance crew next year."

As Granata points out, though, the maintenance business carries with it some inherent growth potential. The two installation crews and the tree crew provide additional services to the apartment complexes, and there's always work to be done upgrading irrigation and drainage systems.

Granata stopped by one property where a crew was installing dry wells designed to collect and then pump storm-



**Frank and his supervisor, Scott Haeussler, check on the installation of dry wells at a rain-ravaged property.**

water into drains. He walked over to chat with Scott Haeussler, the company's irrigation expert and second in command. Haeussler explained that the Phoenix area suffered through three major storms last fall that dropped roughly 10 inches of water. Several apartments on this property were flooded out. The wells should prevent that from reoccurring if it were to happen again, Haeussler notes.

"Scott (Haeussler) is an industry veteran who helps supervise our properties," Granata points out. "His knowledge and experience are indispensable, especially on large projects like this. Generally speaking, the maintenance crews need minimal supervising."

Still, Granata conducts a quality check on their performance daily and monitors their gas consumption using a fleet account. "We spend approximately \$10,000 per month on fuel," Granata says. "The gas company sends us an accounting of how much gas crews use and when they fill up. It's not like we're playing big brother, but it's good for them to know that we pay attention. It is also part of being efficient on jobs and keeping costs in line." An app



**Frank and Antoinette are happy with the company's size. Growing much bigger would mean finding a different location.**

Granata uses to measure properties and his Walker Mowers also contributes to efficiencies.

"The residential market is extremely competitive, in large part because anyone with a truck, trailer and mower can gain entrance," Granata emphasizes. "With apartments, however, entrance is more difficult because you have to be insured and licensed. Once you develop a good relationship with a property manager, you can grow your business if you keep them happy. That's why I like to say I'm my biggest competitor." **WT**



# When it's Time to Mow, **YOU MOW!**



Busy Illinois family mows dozens and dozens of acres in their “spare time” on weekends, holidays and at night.

**Dieken family members attack the city park with all four Walker Mowers. Talk about mowing in force.**

**B**rad Dieken drives truck during the day, something he’s been doing for 34 years. His wife, Tammy, has been an assistant school librarian for more than a decade. They have two sons. The oldest, Wayne, works construction. Eric is a full-time student at Illinois State University in nearby Normal, Illinois. For the busy family, time is a premium. So they mow after work, on weekends and during holidays.

Dieken Lawn Care in Danforth, Illinois, has a lot of mowing to do—40 acres outside of town and 25 properties

mostly in town. The family maintains a couple of cemeteries, eight to 10 farmsteads, a bank, a park, a railroad right-of-way, and several residences. They do more than 90 percent of it with Walker Mowers equipped with side-discharge decks.

Since buying their first Walker Mower in 1993 from their dealer, Pool & Sons Garage in nearby Onarga, the Diekens have logged 10,000 hours on their Walker Mowers. The fleet now consists of two (including the original) with 20-hp Kohler carbureted engines and two with 26-hp Kohler EFI engines.

The four mowers share three 56-inch decks and two 62-inch decks.

“That’s one of the nice things about a Walker Mower,” Brad says. “Nearly everything, including the decks, is interchangeable between models, and the fact that the decks flip up is a real timesaver for cleaning and changing blades.” Brad also claims that the machines are especially durable, noting how they’ve experienced very little downtime over the years aside from maybe replacing a gearbox or two after mowing over something that didn’t cut as easily as grass.



## NO STEERING WHEEL?

Brad's father, Robert, started mowing lawns in 1977. He operated a grocery store at the time, which happens to be Dieken Lawn Care's current location. "For 15 years he mowed with a Yazoo," Brad relates. "Then, one afternoon at the coffee shop, a friend told him about a mower that didn't have a steering wheel. 'No steering wheel? That's for me,' my father remarked. Years of cutting meat had taken a toll on his hands and arms, and operating a mower with a steering wheel became difficult."

Enter the Walker Mower.

Robert, now 90 years old, lives in town a few houses down from his son and Tammy. The old grocery store has since been remodeled to accommodate the Walker Mowers, a John Deere four-wheel-drive rider, and a Kubota tractor equipped with a loader/backhoe, along with just about every tool imaginable and a supply of fast-moving replacement parts.

"We have a lot to do in a very short time and cannot afford any downtime," explains Brad. "So we have the tools

**"I've mowed in tall grass and wet grass.  
We mow small properties and large estates, and  
the low profile of the mower allows us to get close  
to trees and mow under branches."**

**– Brad Dieken**

and parts." Brad also has the skill set to match and goes through every machine from stem to stern during the winter. "Like any piece of equipment, maintenance is key," Brad emphasizes.

This operator is creative, too, coming up with a handy plate to transform side-discharge into mulching decks, and wood sections that fit like a three-piece jigsaw puzzle into the mower's box for securing his Echo handheld blowers and other on-the-job necessities.

## CLOSE PROXIMITY

A small farming town with approximately 600 residents, Danforth now poses as a bedroom community for commuters taking I-57 north 30 miles to Kankakee.

The seeds of its past, however, are still very present, signaled by a high-profile grain elevator and a bustling train track that cuts through the center of town.

"The trains come by at around 60 miles per hour," Brad notes. "Sometimes we get four a day and others maybe 14 or more. It just depends." He looks across the street and nods in the direction of the grain elevator. "It's time to move my truck and trailer. I see that the first of many grain trucks has arrived and they need room to maneuver."

Brad's pickup pulls a large tandem trailer capable of hauling three Walker Mowers. Brad demonstrates how the dual-action hydraulic cylinder tilts the trailer to easily load and unload the

**Tammy often  
employs a golf cart  
to make her rounds  
in town.**







**The Dieken family (from left): Wayne, Eric, Brad and Tammy**



**Wood sections secure a handheld blower, with space left over for other tools.**

mowers. The outfit transports the mowers to the outlying larger properties. In the meantime, most of the smaller residential properties are within easy driving distance for Tammy and the company's golf cart.

Prior to working at the school, Tammy spent more than a decade at a local garden center, growing her knowledge of horticulture. In summer, when school is not in session, she mows and does the installation, pruning and detail work during the day. Like Brad, she often works until dark most evenings. When in school, the librarian tells her colleagues and friends that going-home time is time to do something she loves doing.

"We started the company to keep our sons busy while they were growing up," Tammy says. "The company just kept growing. There's plenty of work for us right now, but the town is too small to support us full-time or to think Wayne or Eric could make a living doing it, although Wayne has other ideas. Eric, on the other hand, is getting a degree in agronomy and will likely look for a career in that field."

"I would like to grow the business," Wayne admits. "It's something I enjoy doing and the Walker Mowers do a great job."

"People don't understand what this mower can do," Brad adds. "I've mowed in tall grass and wet grass. We mow small properties and large estates, and the low profile of the mower allows us to get close to trees and mow under branches."

"You don't get tired operating one either," Brad continues while glancing over at his wife. Tammy smiles and then confesses to asking for a comfort seat last Christmas. "Now we have three," Wayne chimes in knowingly.

There might be a fourth in the offing, as well. After driving truck for more than three decades, Brad could be talked into expanding the market a bit, and that just might require another Walker Mower. Like Brad says, "When it's time to mow, you mow." **WT**



# Weekend Warrior

B.J. Godfrey travels to the beat of a different drum in Acworth, Georgia.

**F**our days a week, B.J. Godfrey repairs equipment for an area landscape contractor. Then on Friday, Saturday and Sunday he operates his own equipment, maintaining 23 properties in and around Acworth, Georgia. In between, he plays drums for three bands. Busy, you say? Absolutely. And in all three cases—repairing equipment, making music and mowing lawns—he’s doing something he loves.

Godfrey started his company, Riverbend Landscape, in 2009. Five years later, he continues to grow a customer base, along with a reputation for doing quality work. “Mowing and maintaining properties is very competitive around here,” Godfrey remarks. “To survive, you have to be different and offer something other landscape contractors don’t. That’s where my two Walker Mowers come in. They deliver a quality cut that my customers love, and they do it efficiently.”

This weekend warrior purchased his first Walker Mower in 2012. “A longtime friend, Michael Kennedy, was helping me on weekends,” Godfrey



**B.J. Godfrey with his Model B, what he calls his Swiss Army Knife.**





**Even though the Bermuda grass has gone dormant, customers want their lawns looking nice in the fall, Godfrey points out.**



**B.J. Godfrey says: “You know, I like to make money and I like to put a smile on my customers’ faces.”**

recalls. “He told me that since I maintained mostly high-end properties, a Walker Mower was just what I needed. Well, I was skeptical, but I demoed one, liked the way it handled and cut, and purchased an MT26 with a 42-inch GHS deck.”

Godfrey laughs. “You know, I like to make money and I like to put a smile on my customers’ faces. That first mower helped me do both. After 30 days, I was getting comments about how lawns were looking totally different, better, and I was saving time.”

It wasn’t long before Godfrey added what he calls his ‘Swiss Army Knife’ to the trailer, an 18-hp Model MB with a 42-inch mulching deck. “The MB is light and maneuverable, and it handles hills very easily,” he explains. “I can use it to replace my mid-size walk-behind on most of my properties, except where the hills are too steep or the properties too small, and it saves so much time.

“Just as an example, it was taking me 6.5 hours



to mow my church's property using a combination of an Exmark Lazer Z, mid-size walk behind, and a push mower," Godfrey continues. "With the MB, I was able to shave two hours off that time by eliminating almost all the push mowing and most of the extra trimming."

### MECHANICALLY MINDED

Godfrey admits that he loves his toys and working on them. Before getting involved in the landscape industry, he worked at a marina where, as he puts it, he spent more hours standing on his head than he liked repairing inboard engines.

Serious about the equipment he uses, Godfrey says he has spent roughly \$75,000 over the years looking for the right equipment for his applications, again mostly high-end residential properties. He gestures at one property. "This time of year, Bermuda grass is dormant, but that doesn't mean customers don't want to keep it maintained and looking nice. Short of taking a reel mower off the trailer, nothing will leave a lawn looking better than my Walker Mowers."

In addition to his two Walker Mowers, the 14-foot trailer has enough room for his mid-size Exmark, a Billy Goat vac and wheel blower, and an array of mostly Echo handheld tools. During the growing season, Godfrey replaces the leaf removal equipment with a couple of smaller Exmark walk-behinds. His truck features a box equipped with a Billy Goat debris loader. "It looks kind of red-necky now," says Godfrey, referring to the box, "but I'll fix that up this winter."

Godfrey puts all the tools to good work, especially in the fall when leaves can be a nuisance to property owners. "Every week (in the fall) I blow leaves from the flower beds onto the lawn where I pick them up with the GHS deck. I also prune and trim as needed and provide landscape services.

"I keep the grass about 2.5 inches high during the winter," Godfrey continues. "It looks dead, but the roots are very much alive. In the spring, I will scalp it down to an inch or so and then bring it up gradu-

**"To survive, you have to be different and offer something other landscape contractors don't. That's where my two Walker Mowers come in."**

**— B.J. Godfrey**



**Riverbend Landscape's trailer is jam packed for business. Note the hand-made debris box in the pickup bed. Godfrey calls it a bit "red-necky" but it gets the job done.**

ally, again to around 2 inches or more."

Godfrey emphasizes that every piece of equipment he owns has a reason for being on his trailer. They perform well and provide the dual purpose of making his customers smile and providing a reasonable profit so he can continue to grow his business.

Also helping him is his dealer, Howard Brothers in nearby Doraville. "They do an awesome job for me," Godfrey exclaims.

"My dream back in 2008 was to have a business of my own one day," Godfrey shifts gears to say. "Now, my goal is to one day have enough work to

quit my day job. Already, my Fridays and Saturdays are totally filled with weekly customers. Sundays aren't quite as busy since I save that day for bi-weekly customers. When that day comes and I look for a crew leader, I want someone who understands horticulture and can help grow my business."

It goes without saying that this individual will also learn how to operate Walker Mowers. "They're different," Godfrey adds, "but that's part of what makes them special, and helps to separate your business from that of the competition." It's a drum beat his customers have come to appreciate. **WT**



# Winning the Job-Time Race, Again



Real-life test shows Walker Mowers 20 to 25 percent more productive than closest competitors.

**T**ime is money, and saving time (aka productivity) is something that is designed into every Walker Mower. In fact, time management is such an important issue for mowing contractors that it was highlighted in the very first issue of *Walker Talk*. Later, in Volume 12, an article entitled “The Tortoise and the Hare” compared a mower’s “ground” speed to its “overall” speed. The moral of the story was this: Speed is relative, and a mower’s overall speed should be measured by how long it takes to completely finish a job.

Comparing ground speed to overall

speed or productivity is something our team recently put to a real-life test. For two years, operators mowed four properties, pitting four Walker Mower models—the B23i, H27i, T25i and S14—against some of our most popular competitors. The Walker Mower proved to be 20 to 25 percent more productive than the competition.

The Walker Mowers won the job-time race not with ground speed, but with features such as a compact design, allowing them to get into and out of tight spaces quickly. Precision steering and handling meant less effort, more

accuracy, and fast on-the-job mowing. Walker Mowers are also well balanced, thanks to the way the operator is positioned, its low center of gravity, and weight distribution. This allowed the mower to move efficiently over both flat ground and slopes.

Other important features like the GHS mowing deck, which allows trimming from either side, and the deck reach, which allows the operator to get under low-hanging branches, also attributed to productivity and winning the race.

## **TURNING PRODUCTIVITY INTO CASH**

So how much does being 20 to 25 percent more efficient add to the bottom line? It means more than one would expect.





**Nineteen competitive mowers were put to the test on four different properties over two years.**

According to veteran industry consultant Tony Bass, “If you have three employees who you pay \$10/hour and each wastes six minutes a day, they contribute to a year’s annual loss of around \$1,350 for your company. If they waste six minutes an hour, the figure suddenly balloons to \$13,500.”

For many mowing contractors, Bass explains, there’s only six minutes (or being 10 percent more productive per hour) holding them back from prosperity. Bass uses this argument to illustrate how important it is for business owners to track their time and look for ways to be more efficient loading and unloading equipment, going to and from the

jobsite, carrying simple repair kits to shorten downtime, and finding the right mower for the application.

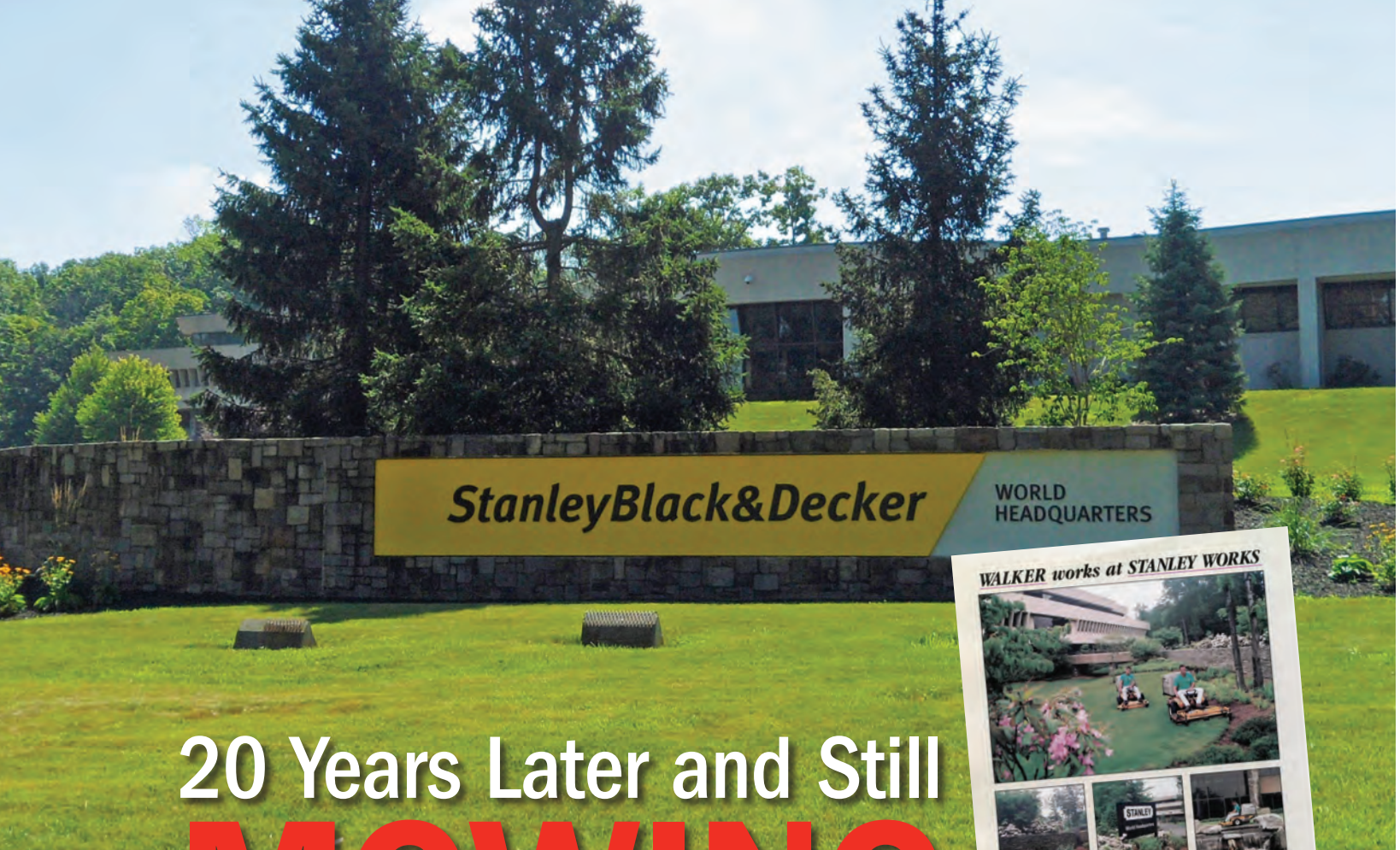
As Bass points out, any and all time savings and efficiencies add up, which is why tracking time on all tasks is so important. If, however, a 10 percent increase in productivity per hour can save a company with three employees more than \$13,000 a year, imagine what a 20 to 25 percent increase in productivity would mean to that same company—just by finding the right mower for the application.

If you’re not a current Walker Mower user and want to see how your mower’s performance compares to that of

a Walker Mower, go to [thewalkerad-vantage.com](http://thewalkerad-vantage.com) and click on “productivity calculator”. There you can select a mower comparable to the one you currently use, and compare its productivity to that of a Walker Mower. Remember, ground speed alone doesn’t win the important job-time race. **WT**

*Tony Bass’ calculations are based on 225 work days in a year. Overhead was figured to equal the hourly rate, in this example, \$10/hour. For more information on the impact time has on your bottom line, visit [tonybassconsulting.com](http://tonybassconsulting.com).*





# 20 Years Later and Still **MOWING STANLEY**



**Walker Talk Volume 4 ad**

Contractor Randy Ingenito has been mowing the Stanley Black & Decker headquarters for 20 years—with the same two Walker Mowers he’s had from day one.

**I**n *Walker Talk* Volume 4, Randy Ingenito was featured in an advertisement mowing the Stanley Works headquarters in New Britain, Connecticut. The owner of Ingenito Landscape and Construction, LLC is still there, mowing with the same Walker Mowers and providing the same excellent service demanded by his client.

“Every day is your first day on the job even if you’ve been there 20 years,”

Ingenito says. “No matter who you are or who your customers are, this is a relationship business. But you also have to perform. Stanley Black & Decker (a name change after the company’s acquisition of Black & Decker in 2010) has very high standards, and that means I have to be at the top of my game every day.”

The day *Walker Talk* visited, the entire East Coast was experiencing a winter monsoon. Connecticut didn’t have the

snow, but it had ice—and Ingenito was already on the property by 4 a.m., deicing the drives and walks. “That’s what I do,” he shrugs, referring to the long days. “Listen, this company has locations all over the world, and there are employees here who start at 5 a.m. and others who leave at 10 p.m. You need to have a presence.”

## **LONG HISTORY**

Ingenito’s presence at the Stanley Black



& Decker World Headquarters actually dates back more than 20 years, to a time when he was working in the family business. “We had a garden center, nursery and installation business right in New Britain,” Ingenito tells. “In the early 1980s, our maintenance business started to take off and we eventually won the Stanley maintenance account. At the time, we purchased two Walker Mower gas models to do the mowing.

“I left the family business in 1995 and seriously considered doing something entirely different,” Ingenito continues. “That thought changed when I informed Stanley’s facilities manager of my situation. He wanted me to continue to take care of the grounds. So I purchased some new equipment, including two Walker diesel models, and the rest is history.”

Today, Stanley Black & Decker accounts for the lion’s share of Ingenito’s work. He’s on site virtually every day and works closely with James Vesci, director of corporate facilities management, the same individual who originally talked him into staying on in 1995.

“We believe in forming relationships with our vendors and are loyal to them as long as they perform,” says Vesci, a 37-year veteran with Stanley Black & Decker. “Randy (Ingenito) understood from the very beginning that we have very high standards and expect our property to always be presentable. Our expectations haven’t changed in 20 years, and neither has Randy’s dedication and performance.”

As a publicly held Fortune 500 company, the image of its corporate headquarters is important to Stanley Black & Decker. Safe passage of its nearly 600 employees on site is even more important. That’s why Ingenito was there at 4 a.m. one wintry morning and was there at the same time the following morning to check out the walks and drives.

Ingenito’s two Walker Mowers are just as much a part of the winter maintenance regimen as they are for mowing during the growing season. A broom, snowblower or blade attachment replaces

the mower decks, and instead of hauling around leaves and debris in the winter, the catchers hold one-gallon containers of ice melt to be spread by hand on the walks. Ingenito keeps a loader fitted with a large pusher blade on site all winter to handle the big snows, and his one-ton dump/sander truck, also equipped with a blade, does yeoman’s work on the drives.

### CHANGE OF SEASON

Stanley Black & Decker’s headquarters features 54 acres, approximately 100,000 square feet of which is mowed weekly during the growing season. “We start mowing around April 1 and continue through the end of October for a total of 35 or so mowings a year,” Ingenito explains. “The Walker Mowers leave a nice manicured look and do an excellent job cleaning up leaves in the fall. There’s plenty of them here thanks to a large number of birch, beach and oak trees.



**Randy Ingenito, owner of Ingenito Landscape and Construction, LLC**



**Randy Ingenito’s two Walker Mowers are just as much a part of the winter maintenance regimen as they are for mowing during the growing season.**





**Even though he's been mowing and maintaining the grounds for 20 years, Randy Ingenito says every day is like the first day on the job.**

"It takes approximately three days to mow with our two Walker Mowers," Ingenito continues. "We work in sections and finish one section entirely before moving to another one. This is the most efficient way to handle such a large and diverse acreage. In addition to mowing, we weed, edge, clean the beds, and prune the trees."

Ingenito's company, though, provides more than routine maintenance service. Over the years, it has reshaped the landscape, installed new hardscape features including heated walkways and a patio, updated outdoor lighting, and removed dozens of large trees. "We don't go overboard installing extravagant landscaping," Ingenito emphasizes. "The goal is to present a neat and natural look that

blends native plant material with some annual color.

"I will do anything and everything asked of me. I know the grounds like the back of my hand, and can offer suggestions for making improvements and upgrades."

### **BUILDING AND GROWING RELATIONSHIPS**

Tight budgets and tough competition have put loyalty to the test in virtually every market and every industry. "I know that James (Vesci) has a budget, so I strive to be as efficient as I can be to keep my costs down," says Ingenito. "I look for the most efficient way to maintain the property and I take care of all my equipment, not just my Walker



**Randy Ingenito and his snow equipment are called into action during a late-January snow event.**

Mowers. I don't have equipment sitting around either. If I cannot guarantee an ongoing application for a piece of equipment, I won't buy it. Instead, I will rent or lease it like I have the big loader for snow removal."

Ingenito also keeps most of his maintenance equipment on site, which minimizes costly windshield time and helps to ensure timely service. His base of operation is an 18-foot enclosed trailer. There he can maintain and service his equipment in relative comfort.

"I like knowing that we are Randy's (Ingenito's) key account and are at the top of his priority list," adds Vesci. "The fact that he's so familiar with the grounds and understands what we want is important too. Still, he has to perform; that's the bottom line, and he does."

In 1995, Ingenito wrote that the Walker Mowers' performance helped his company gain a premiere account like the Stanley World Headquarters. Keeping it for 20 years, however, shifted the responsibility directly to his court, which meant coming to work every day like it was his first day on the job. **WT**



# New Website Introduced: thewalkeradvantage.com

A new website has been released by Walker Manufacturing to help new and existing customers get a better understanding of what real productivity increases look like and how they are achieved with the Walker Mower.

Based on seven key advantages, thewalkeradvantage.com develops each productivity advantage and how they help contribute to overall job performance and being more profitable.

Key advantages like Compact, Agile, Steering, Balance, Trimming, Reach and View are highlighted to help customers learn how each contributes to overall job time and productivity.

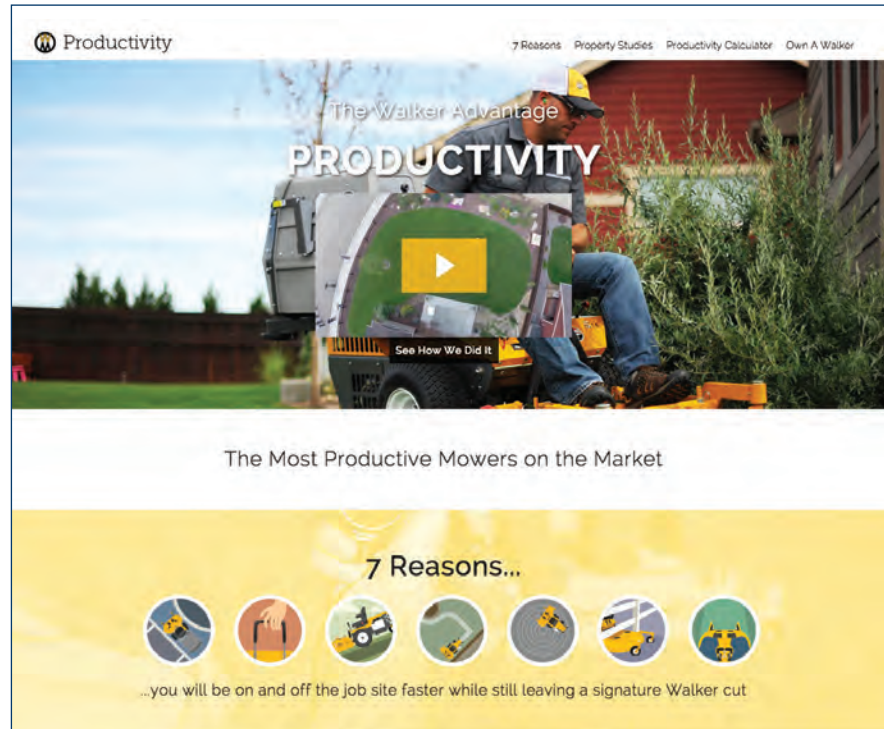
## PRODUCTIVITY CALCULATOR SHOWS REAL WORLD RESULTS

The Walker Productivity Calculator at thewalkeradvantage.com is based on two years of testing the Walker versus other popular riding mowers on four different real world properties. Visitors can load their own information into this calculator and see how their mower (or a product similar to their mower) compares to various Walker mowers.

"We knew the Walker was a good machine," explains Walker President, Bob Walker. "But even we were surprised to see the Walker outperform the competition by an average of 20-25%."

## NOTHING LIKE IT

"We don't believe there has ever been a more comprehensive study of commercial riding mowers conducted," says Tim Cromley, Walker Marketing Manager. "Our team has not only broken new ground in the industry, but we have also exposed the truth of measuring productivity versus flat-out ground speed. We




**"We knew the Walker was a good machine.  
But even we were surprised to see the Walker  
out-perform the competition by  
an average of 20-25%."**

**– Bob Walker**

believe discriminating business owners and customers of all types will find these results useful and use them to help improve productivity and profitability—these are take-to-the-bank results."

## BE A WINNER!

For fans who use the productivity

calculator at thewalkeradvantage.com and share their results on Facebook, they are eligible to win a \$2,500 dealer credit. Walker is giving one away each month now through August. 



# Walker Surpasses 10,000 Facebook Fans

Over 10,000 Facebook users are now fans of Walker. Facebook, along with Twitter and Instagram, have helped Walker efficiently stay in touch with fans in the field and have proven to be a great way to show the product in action and help users see what is going on at the factory. Search Walker Mowers on your favorite social media and become a fan.



## 'MOM' WALKER CELEBRATES 91



Walker Manufacturing Company co-founder, Margaret Walker, who along with husband, Wesley Max, took the risk to start a manufacturing business in 1957, celebrated her 91st birthday in September 2014. She is in relatively good health, although not very mobile, and still lives in her apartment above the company offices. "Mom" Walker likes to attend the monthly plant meetings at the company and also attends church services each Sunday.

## DISTRIBUTOR TERRITORY CHANGE

In January 2015, the long-time (nearly 20-year) Walker distributor covering Arkansas-Louisiana-Mississippi, Mark and Cyndi Eby, Pro-Power Midsouth Inc., have sold their distributorship to the neighboring distributor to the north, Doug Hartzler, Walker Mid America, Harrisonville, Missouri. With this consolidation of distributor territory, there are now 16 distributors covering the USA.

Walker appreciates the pioneering efforts of the Eby family. They went to Arkansas in 1995 and introduced the Walker Mower to that area, and were successful in building the market and dealership program. Looking ahead, Walker Mid America is a proven Walker distributor who will continue to build the market for Walker in their expanded territory of 6-1/2 states.

## MEMORIAL CHAPEL NEARS COMPLETION

After some delays typical of construction projects, the Dan Walker Memorial Chapel at Golden Bell Camp and Conference Center in Divide, Colorado, is planned for completion in June 2015. The chapel project was started after the untimely passing of Dan Walker (Dean and Suzanne Walker's third son) in 2008. Dan was a summer camp counselor at Golden Bell for several of his college years.

The Walker family wants to say "thank you" to the many donors who made the project possible, and for helping make this dream to honor Dan, serve people and honor God a reality. The chapel project may be viewed at [www.danwalkermemorial.org](http://www.danwalkermemorial.org).

## PROPANE-FUELED VERSION OF MODEL MB

With the installation of a 25-hp Kohler Propane EFI engine and a 33-pound (7.9-gallon) propane tank, the Model MB25p gives the alternative "green" fuel option to operators who prefer this fuel for cost savings and environmental concerns.

The Kohler engine with EFI is a purpose-built engine for optimum use of propane fuel, and offers up to 30% better fuel economy than a carbureted propane conversion engine.



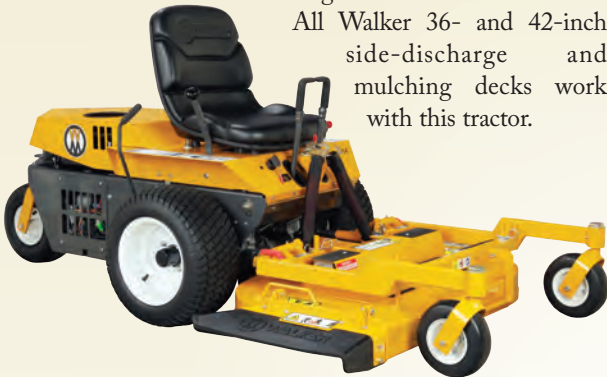


### INTRODUCING THE MS14 NON-COLLECTION (NC) TRACTOR

A new non-collection version of the MS14 is now on the market. It shares the same chassis as the GHS model introduced in 2014, but without the grass catcher and blower installed.

This simplified design offers a lower entry-level selling price and also features reduced weight (approximately 700 pounds with 42-inch deck), which maximizes horsepower for mowing and makes a very quick, agile-handling machine on the turf.

All Walker 36- and 42-inch side-discharge and mulching decks work with this tractor.



### FUEL-INJECTION ENGINE FOR MODEL MC19i

The C-series Mower is available with a 19-hp Kohler engine equipped with Delphi electronic fuel injection.

The MC19i offers an entry-level commercial model with high productivity while providing up to 25% fuel savings in comparison to the MC19 with a carbureted engine.

### POWER DUMP OPTION FOR MODEL MC

The 7.0-bushel grass catcher on the Model MC can be dumped from the operator's seat using a switch-operated power dump system very similar to that used for many years on the Model MT/MD.

The power dump is available as a factory-installed option or dealer-installed kit.



### HARD CAB FOR MODEL MH

Operator protection during snow removal operations with dozer blade, snowblower or rotary broom attachments is provided with the A33 Hard Cab for the Model MH.

The cab features dual doors with tempered glass, a tempered glass windshield and windshield wiper plus LED headlights, and an air circulation fan inside the cab. The cab design also maintains the body tilt-up feature for access to the engine compartment/drive train.



### BLACK FUEL TANKS USED FOR UV PROTECTION

For all 2015 models except the MS14, the molded plastic fuel tank color has been changed to black. The black color protects against UV rays which can cause fuel degradation, and also maintains a cleaner appearance over time and use.

A high-quality fuel-level gauge is included on top of the tank.

Also for Models MB and MC, the fuel tank capacity has been increased from 2.8 gallons to 4.0 gallons.



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## The Walker Advantage: Productivity

We spent two years testing the top commercial mowers on the market on real world properties. See who rose to the top.



# TheWalkerAdvantage.com

