



LAMMSCAPES!

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Five Minutes with Hans Lamm: GreenCare and SnowCare for Troops Volunteer

Growing up in the family business afforded Hans Lamm a chance to see and learn how important it is to establish a connection with the community you serve.

Lamm's father, John, a navy veteran, started landscaping in 1960 in Glendale, Wisconsin, north of Milwaukee, focusing on providing superior landscape services to growing suburban communities. Following a move to nearby Jackson, Wisconsin, Lamm expanded his full-service landscape operation by adding a garden center to the 150 acres farm and nursery further he owned.

"My father loved the interaction of the retail part of the business and sharing the beauty of the property's streams, lakes, bridges and woods with customers," says Lamm, who has spent nearly 25 years working in all areas of the business. "It complements the landscape side of the business very nicely."

Another unique aspect of the Lammscapes! operation is its strong mission statement:

Our Mission — Sharing our God-given talents in the landscape profession, educating employees in serving customers with excellence, safety, profitability, and fun

One of the ways Lammscapes! shares its talents is volunteering to be both a Project EverGreen GreenCare and SnowCare for Troops volunteer. Project EverGreen caught up with Hans Lamm to ask him about his company's involvement with the programs and the impact it has had.

Q: How did you get involved with the GreenCare and SnowCare for Troops programs?

A: We registered five or six years back starting with SnowCare for Troops after seeing an advertisement in one of the industry magazines.

Q: Please talk about your experience and what it means to you and your company?

A: Being part of the programs brings a rewarding feeling to it. I feel for members of the military that have to be separated from their families and the burdens it places on the families left at home. It is the least we can do for them. When our crews cut their grass or plow snow it leaves them feeling good. It's part of our culture to give back and being able to give military families peace of mind and take one thing off their plate and allow them to be at ease and deal with other day to day tasks is rewarding.

Q: Please talk about the military family you have served?

Ironically, we ended up taking care of a friend who was being deployed with the Wisconsin Air National Guard. I didn't know he signed up with Project Evergreen for services and he didn't know we were part of the program until we were matched.

Lammscapes! is also involved in Operation Finally Home, a national program providing mortgage-free homes to service members and their families who have become wounded, ill, or injured as a result of their service. In 2016 Lammscapes! provided the landscape for two homes in the Jackson area.

Q: What would you say to a contractor considering volunteering for GreenCare or SnowCare for Troops?

A: I would say do it without hesitation. Decide what you can take on and handle but it is a rewarding experience that you won't forget. It is something we can be proud of and feel good about. We all love our country and what a cool way to help give back.

