

Creating the *Landscapes* of Your **DREAMS**

Yard Elves, Inc. Opens Commercial Landscaping Division

Nearly a decade after founding Yard Elves, Inc., owner Alan Horne has announced the addition of a new commercial landscaping division. The company had previously concentrated on residential landscapes. Horne decided to expand after working on several large residential projects. "We recently completed one of the largest residential landscape installations in Northern Colorado," Horne notes. "This particular landscape construction job took place on a forty acre estate. It gave me the inspiration to take the next step."

Horne is no stranger to large accounts. His clients have included persons associated with Fortune 500 companies, upper level management personnel, CEO'S, and CFO'S from some of the areas largest employers. Horne has even completed landscape jobs for a former Hollywood Director and a President of a Vegas Casino.

Still, Horne's hard-earned successes came gradually. "Yard Elves started small. I sold my GTO and used credit cards to finance the start of the company," Horne laughs. "When I started, I had one employee—me." After nearly ten years of steady growth and a lot of support from his family and the community, the "little company that could" is large enough for a new challenge.

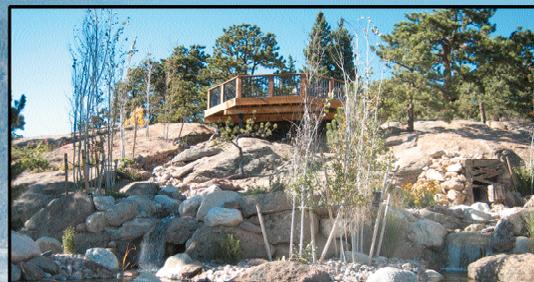
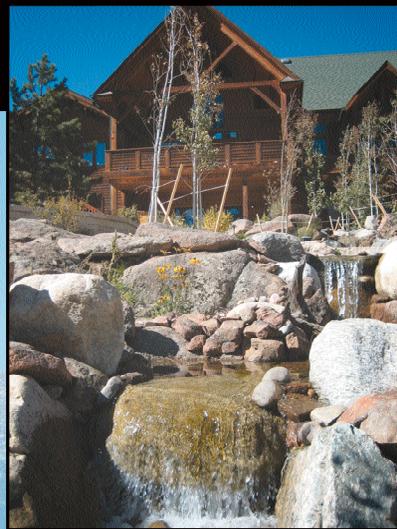
The turning point was a two-and-a-half million dollar resi-

dential project that began with the construction of a one-acre trout pond. Because the pond was constructed near wetlands, the Army Corps of Engineers had to approve the project. Horne and his skilled staff worked to minimize the environmental impact of the project. The resulting pond drew lots of local wildlife, including herds of elk. "We landscaped it to look like it was already there," Horne says.

The pond project was so successful that the owner commissioned a million dollar waterfall and landscape, running the length of the property. Horne's goal was to integrate the landscaping into the existing environment, "as if they took the house and set it down on this beautiful setting."

Every rock in the project was engineered and placed according to plan. Horne built a mineshaft with a small-gauge mining cart for a touch of authentic decoration. The entire panorama can be viewed from the home's rear porch. At night, lights mark the water's path, providing a spectacular view of the tumbledown waterfall.

The initial response to Horne's expansion into commercial landscaping has been positive. "So far, we've completed greenbelts, and entryways." Upcoming projects will include an athletic track, park, and a series of town homes. Horne says, "These jobs are similar to the larger residential projects we've done in the past. I feel very fortunate to have been given the opportunity to work for developers, general contractors and builders."

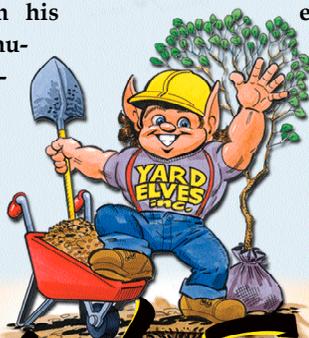


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The challenges of the new endeavor don't frighten Horne. "It was a struggle getting to where I am now. You have to watch every penny, even when times are good, that is one of the biggest lessons I've learned over the years. In the business world, you're always one foot in and one foot out. I try not to take anything for granted."

Horne's long-term plans include spinning off a separate company to handle landscaping for high-end estates and commercial properties. He feels strongly about being involved with the community and supporting the continued economic growth of Northern Colorado. Eventually, he plans to be involved with commercial real estate development.

Horne's strategy is old school. "If I had it my way, every job would be contracted on a handshake," Horne says. "All you have to do is deliver what you sell. It's that simple."



Yard Elves

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