

Student Landscaping

Unionville man starts business

By DAVE SANDIFORD

Jason Krowitz of Unionville decided that this summer would be different.

Working for a local landscaping company last summer wasn't challenging him or paying very well. "I'd get up in the morning, make my five bucks an hour; I didn't really want to work very hard. I like to take pride in my work and you can't really do that for five bucks an hour," said Jason.

So he decided to take the plunge, putting his landscaping experience to good use by starting his own business, Student Landscaping.

Jason himself is an interesting individual who has lived in Unionville for 10 years with the exception of a one-year hiatus in Florida.

He's an athletic 20-year-old who while at Markham District High School played on the Ontario championship senior rugby team and on the school's infamous football squad. Jason decided to continue his education in Vancouver at the University of British Columbia (UBC) where he has also continued his football career as an outside linebacker.

He hopes to go into the business world after achieving a business degree.

While at UBC last winter Jason started the wheels in motion: planning his business on paper and successfully applying for a Student Venture Capital Loan from the government.

And as soon as he got home and bought his equipment, Student Landscaping was ready to go. Jason lined up customers by knocking on doors in new subdivisions and by advertising in the Economist and Sun.

His brother-in-law helped with some early estimates and his mother assisted with some basic bookkeeping techniques.

Student Landscaping also employs another two people whom Jason describes as "a couple of characters." Russ Blunderfield is a Simon Fraser University student and a long time friend of Jason's, while Mike Soden is a Centennial College student who "eats the same thing every day for lunch." They are a well built crew of young men: Jason is a big six-footer, Russ is at least six-foot two-inches and Mike stands at six-foot four-inches.

Jason claims this makes them "the biggest landscaping company in Markham," if only in personal stature. On a more serious note Jason is pleased to pay the jovial duo more than the norm, because as he says, "I can drop them off somewhere and trust them," to complete the work.

The company provides most of the typical landscaping services including cutting grass — commercially and domestically, interlocking brick work, patio laying and garden bedding. Arrangements have been made to continue maintenance for the customers when Jason and Russ go back to British Columbia in September. Next year Jason is considering doing driveways as well.

All in all Jason is happy to be working for himself and confident of a future in which he will control his own summer job market. "There is a lot of freedom and I get to create things... there is nothing like creating things."



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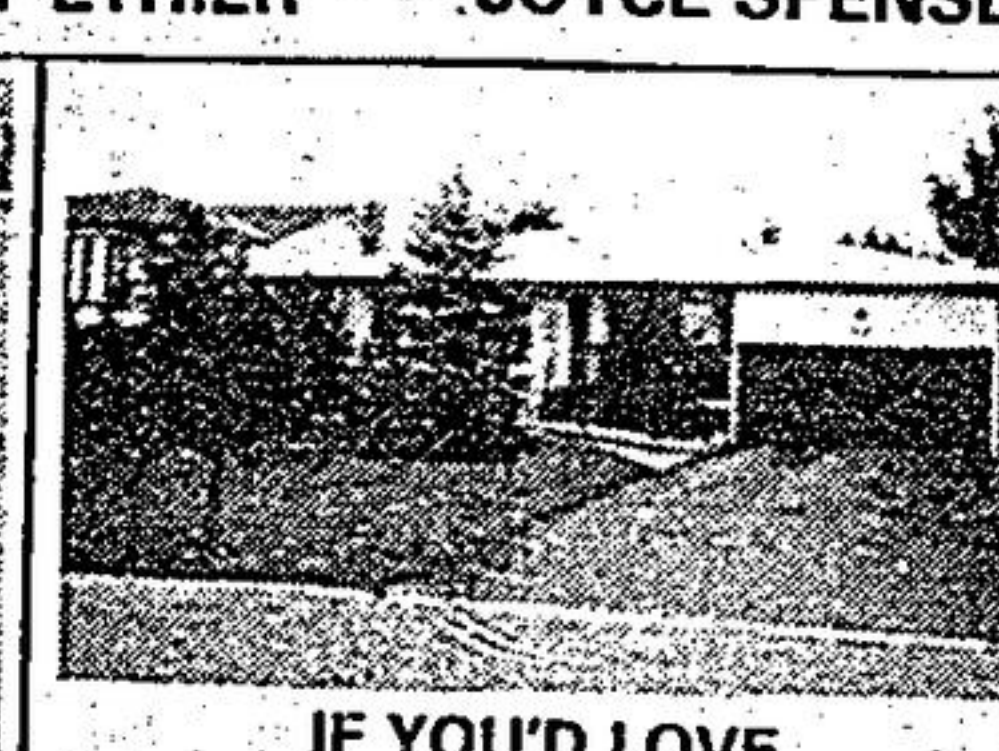
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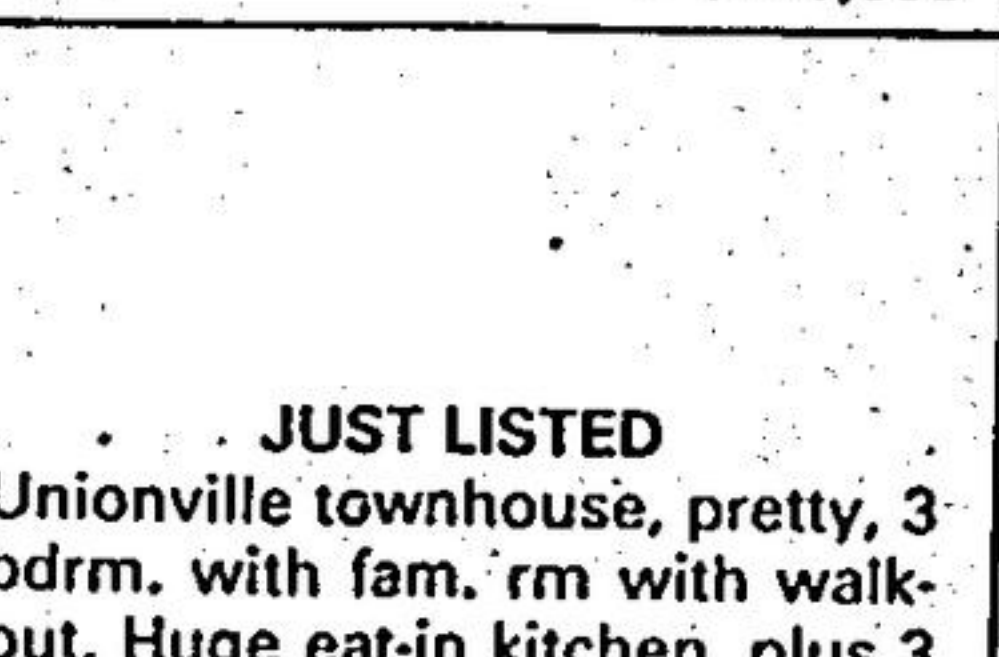
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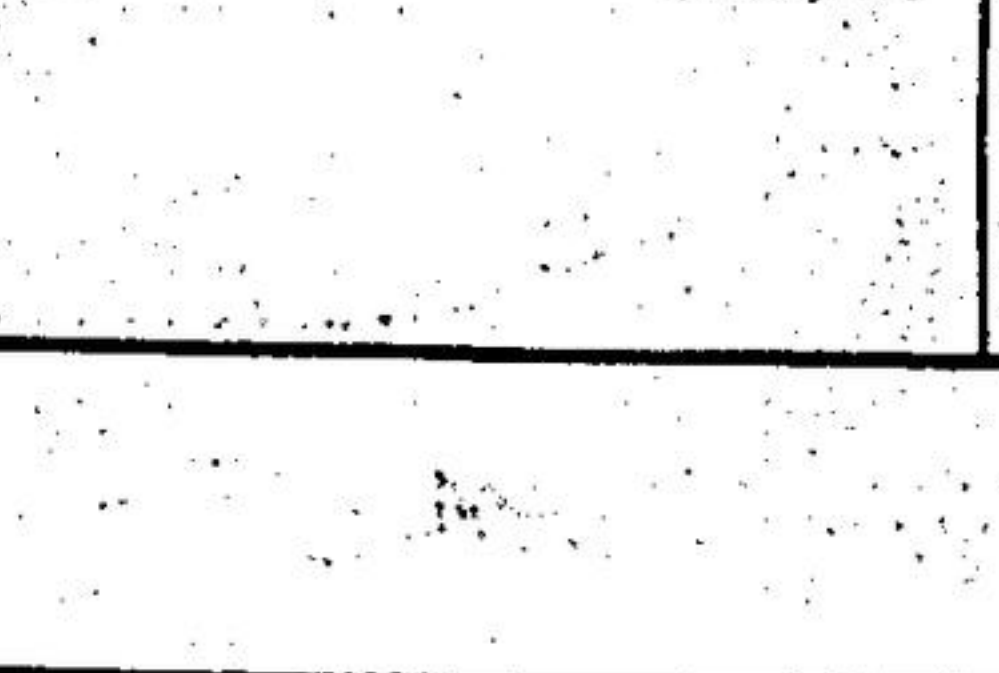
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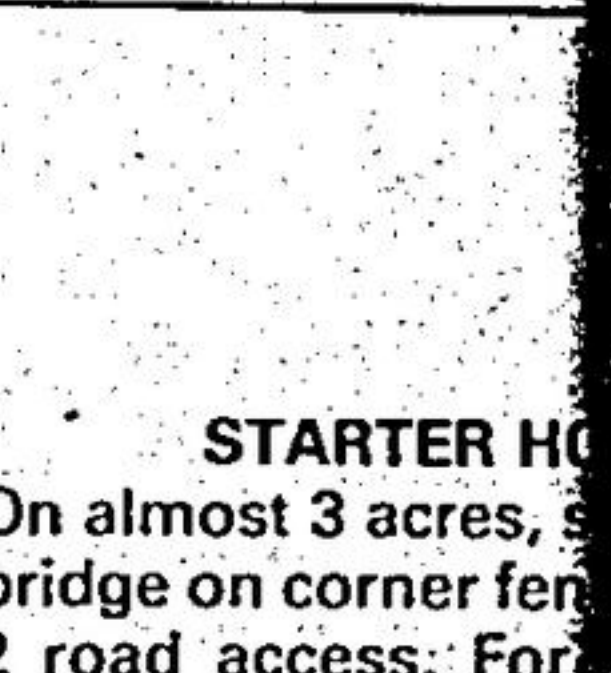
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#30