

# Star in Agribusiness

## Jay Wright East Robertson FFA

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The 2004/2005 Star in Agribusiness is Jay Wright of the East Robertson FFA Chapter where his advisors are Barry Baker and Mark Gregory. Jay is the son of Nelson and Jama Wright.

Jay's first experience in lawn care was summer 2001 when he worked for a local mowing business. When the summer was over, he had a plan for his SAE. With the help of his father, he secured 5 mowing accounts. Using his tobacco crop money, he bought the most basic of equipment and launched his own mowing business.

His goal for the first year was to learn the skills necessary for running a successful lawn care business and making sure operating his own business was a goal he really wanted. It proved a success and motivated him to develop a plan for expansion. During the 2002-2003 off-season, he worked hard to find new accounts and made financial plans for purchasing the equipment needed to expand.

Jay's efforts paid off with 27 new residential and 5 commercial mowing accounts for spring 2003. His first commercial mower was purchased well as 2 trimmers, a leaf blower, and a 16 foot trailer with trimmer racks. By providing quality lawn care and through a variety of advertising methods, his business increased in 2004 to 41 residential and 10 commercial mowing accounts, prompting him to purchase another commercial mower.

The expansion of his business made it necessary to hire a helper on a full-time basis. Jay believes equipment maintenance is one key to a successful business so maintains a regular maintenance schedule on all equipment. Another key to success is to produce a neat and professional looking yard and he believes the time and effort spent sharpening blades yields a very high return.

Jay makes time for scheduling and believes regular communication with customers is one of the most critical parts of customer satisfaction. When scheduling delays occur, he makes sure the client is informed about why the delay happened and when their yard will be rescheduled.

Jay started the landscaping portion of his SAE in spring of 2004. His first jobs were with mowing clients and involved mulching existing landscape beds. Soon after, he was creating and installing new landscapes for an expanded client base.

Jay has also been an active member of the East Robertson FFA Chapter: participating in Ag Mechanics, Nursery & Landscape, and Envirothon CDE's as well as the FFA Proficiency Award Program. His future plans involve continuing his business and attending Western Kentucky University to major in Agriculture. Hard work, organization, smart financial planning, and effective communication have been keys to making him the 2004/2005 Star in Agribusiness.

### Regional Stars in Agribusiness

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