

# BizSnaps

A Snapshot look at local businesses



**Your Name:** Dave Dvorak  
(Dependable Dave)  
**Title:** Owner  
**Business Name:** Dvorak Landscape Supply LLC ([www.dvoraklandscape.com](http://www.dvoraklandscape.com))  
**Address:** 1643 Center Ave. (Hwy. 51 South), Janesville, WI  
**Phone:** 608-757-0561  
**Directions & Business Hours:** Center Ave.

South next to Pick 'N Save. Mon. - Fri. 8:00 - 6:00; Sat. 8:00 - 5:00; Sun. 9:00 - 4:00

**When was the business started?** 1990

**Describe your products/services.** We are Rock County's largest landscape supplier of mulches, decorative stone, erosion control, paving bricks, edgings, retaining walls, top soil, grass seed, fertilizers, flag stone, and pond supplies. We also offer delivery service and design services and wholesale/retail center.

**What do you do, product, service or philosophy, which differentiates from your competitors?** Great value and some of the "best prices in town!" Our helpful, friendly staff can assist you with your landscape project; we can figure out how much material you will need, be it a retaining wall, brick sidewalk/patio, mulch, rock or top soil.

**How did you get interested and/or started in this business?** I started mowing lawns at the age of 12; I have always been interested in landscaping. My business grew, and I could never find the products I needed for our landscape projects so I decided this would be a good venture.

**What kind of training or background do you have?** 35 years of landscape & lawn experience, WI certified pesticide applicator, Rockwood retaining wall certified installer.

**What have you learned from this business?** It takes a lot of hard work and long hours to be in business for yourself.

**What are your future plans for your business?** We are currently building a design center so the homeowner or landscaper can see firsthand what the product looks like constructed. We have paver walks, retaining walls, ponds, patios already constructed.

**What or who has had the most influence in the way you do business?** My father, who was in the Chevrolet business for 45 years. He would always say, "Be honest with people, treat everyone the way you want to be treated, and never promise something to someone you can't fulfill."

**Do you have a favorite saying that applies to your business?** Great value, not to mention some of the "best prices in town" at Dvorak Landscape Supply.

**What have been some of the challenges you've faced and how did you work them out?** With fuel prices going up and down, so does the price of materials. Trying to keep your pricing in line with increases of materials monthly has been the biggest challenge. You have to deal with it on a day-to-day basis and do the best you can to keep your pricing in line.

**What do you find most rewarding about this type of work?** Helping the customer with their landscape projects, be it figuring out how much retaining wall, paving bricks, edging or fabrics, mulch, rock. We take the stress out of work and make it fun!

**What type of customers use your products/services?** Homeowners, business owners, landscapers, lawn professionals, college ground crews, garden centers, hardware stores.



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