

## Go iLawn and The Rorie Family Scholarship



*"I've been involved in the landscaping industry for over 30 years, and the majority of these years I've been a National Association of Landscape Professionals (NALP) member. The education, mentoring and friendships I've gained from my experiences with NALP are a large part of my success and a big reason why I became an NALP Foundation Ambassador.*

*There is so much opportunity in this industry, and NALP can help provide the next generation with the tools they need to improve their businesses, deal with challenges and forge ahead".*

Mike Rorie  
CEO, Go iLawn  
[www.GoiLawn.com](http://www.GoiLawn.com)



### **About Go iLawn**

Go iLawn was created in early 2009. Its purpose was to apply Internet technology to reduce the time and cost of property measurement for the lawn and landscape industry. From inception, the Go iLawn development team worked closely with landscapers across the country to create the contractor-focused software it is today.

### **Owned and Operated by a Landscape Contractor**

In June of 2010 Mike Rorie, former owner of GroundMasters, a Cincinnati, Ohio based commercial maintenance company acquired Go iLawn. He continues to guide the development team from a contractor's perspective as they enhance the tools and features on the site.

### **Looking Forward to the Future**

Today, millions of properties have been measured with the Go iLawn software, and our vision for it continues to grow. We constantly look for ways to leverage new technologies and develop features to help improve a contractor's efficiency during the sales and estimating process.

This commitment to innovation and excellence has resulted in thousands of companies across the U.S. and Canada using Go iLawn to increase their profits by reducing the time and expense of property measurement.