

BUSINESS PROFILE



Home that added on a whole new living area and hosted a wedding



Ground Affects is a Unilock authorized contractor. The company was recently a finalist for the Unilocks Awards of Excellence.

GROUND AFFECTS LANDSCAPING, INC.

BY LAURA USTANOVSKA

GROUND AFFECTS LANDSCAPING, INC. WAS ESTABLISHED IN 1996 by owner and operator Tom Ball. Tom started the business with a simple goal – to provide quality custom landscapes. With little more than a truck and a helper, he set out to grow his business. Twenty-three years later, he now oversees a fleet of trucks and four full-time crews.

The award-winning, design-build company offers superior craftsmanship and outstanding customer service to residential and commercial clients throughout Southeastern Wisconsin. The business specializes in customized landscape projects but is able to accommodate projects of all shapes and sizes. "We offer complete design services, hardscape installation, planting and softscape installation, grading and drainage solutions, and complete lawn care services, as well as a host of other landscape elements," explains Tom.

"We pride ourselves on quality and attention to detail," reiterates Tom. "Our award-winning designers listen to our clients, constructing not only projects that last a lifetime but also building lifelong relationships as well."

Complete customer satisfaction is Ground Affects Landscaping's business philosophy. "It really is very simple," Tom says, "and comes down to the Golden Rule. Do unto others as you would have them do unto you. We treat every client the way we would want to be treated."

"My biggest inspiration is seeing the customer's excitement after a job is completed," shares Tom. "We can transform a backyard into a full outdoor entertainment area. Really, the sky is the limit. One job in particular stands out: The clients wanted everything – a fire pit, fireplace, built-in grill and even a pizza oven. We basically added on a whole new living area for these clients. Their daughter also got married that same summer and wanted the wedding at her parents' home. Seeing all the guests enjoy the amenities really made the job come to life."

Tom advises clients to do their homework. "There are many contractors out there. Look at the contractors' credentials, references, BBB scores and reviews. Companies that have been in business for more than 20 years, like Ground Affects, stand behind their work."

Tom has joined numerous organizations in the landscape industry. He is a current member of the Wisconsin Landscape Contractors Association (WLCA). He previously served on WLCA's board of directors and as its president. Tom belongs to the National Federation of Independent Businesses (NFIB), the Metropolitan Builders Association (MBA), Jefferson and Sullivan Chambers of Commerce and the National Association of the Remodeling Industry (NARI). Ground Affects is an accredited business member of the Better Business Bureau (BBB).

"I continue to stay active in the community," remarks Tom. "I help teach a landscape course at Jefferson High School and am involved with the following organizations: Jefferson Public Schools athletic programs, area churches, Jefferson County Meat Animal Project sale, Rome Sullivan youth baseball, Jefferson baseball and softball programs, and the Jefferson Public Library reading program."

Tom and his high school sweetheart (and office manager) Tanya have been married for 21 years. "We have been blessed with a son and a daughter, who keep us active," Tom says. Trying to balance work and family is a goal Tom works towards every day. "When I'm not at work, you can find me either coaching or on the sidelines, cheering on my kids at their sporting events. I also enjoy hunting and relaxing with my family while boating on area lakes."



Before



After



The Ball family



Ground Affects was recently awarded Best Outdoor Living Space by Unilock. "I tend to be biased about the services we provide," says Tom, "but when our work is recognized and awarded by others, that is inspiring."



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