

Cutting Edge Entrepreneur



Bill Brinkman's lawn care business began in the summer after his sophomore year of high school, when he offered to mow the lawn of a neighbor down the street. He soon discovered he enjoyed mowing lawns and the resulting profits, so the next summer he expanded his venture by mowing several lawns on his block. By the summer after his senior year, he had more customers than he could mow by himself, so he began hiring friends to mow lawns for him.

That fall Bill started school at Carleton College, but he decided to continue his lawn care business despite being hundreds of miles away. In 2009 he registered his company with the Illinois Secretary of State to officially form Eagle Mowing, LLC. Over the winter he recruited more high school and college students to mow lawns, while also launching a marketing campaign that included an article about Eagle Mowing in the Wheaton Local section of the Chicago Tribune. The young entrepreneur used e-mail and phone calls to oversee his company from his college dorm room during the spring and fall of 2009, and in the summer he coordinated operations while concurrently interning as a business consultant for the Québec government. Throughout the 2009 season the company continued to grow, eventually completing over 300 mowings and 80 hours of yard work at 25 different properties.

This season Bill has hired a local manager to run the day-to-day operations of his company. He hopes to generate significant new growth in his business this year by launching further marketing and worker recruiting campaigns in the Wheaton area. Overall, Bill feels confident that as long as Eagle Mowing maintains its high work standards and commitment to clients, the company will further expand and thrive in the lawn care market.

A lifelong entrepreneur, Bill undertook various business endeavors throughout his childhood, culminating in the creation of Eagle Mowing. He is currently investigating the possibility of starting another enterprise, this time a business services and consulting company. □

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