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THE GRASS IS ALWAYS GREENER
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THE GRASS IS ALWAYS GREENER WITH ANTHONY IRRIGATION

BY SHELLY M KURZ

You've heard that old saying, "The grass isn't always greener on the other side of the fence," right? Well, usually it's true. But if the other side of that fence has an irrigation system designed, installed and maintained by Anthony Irrigation, then you can bet the grass will be quite a bit greener over there. "I've always loved a green lawn," says company owner, Craig Anthony. "I'm a fanatic when it comes to the yard!"

Prior to starting the business, Craig had been working in the recreational vehicle industry for about 10 years. He left that job in 1993 and took some time off to decide what to do with the rest of his life. One of his priorities was to find a career that allowed him to spend more time at home with his wife and two daughters. After a year of helping a friend in the irrigation business, he realized how much he enjoyed that

kind of work. "I really liked working outside, servicing the customers, and not being tied to an office," he recalls. So Craig tossed around the idea of starting his own irrigation company. But it wasn't until after one summer when he tied up the kitchen to can over 200 quarts of tomatoes, followed by

organizing all of the spices in alphabetical order, that both he and his wife Debbie knew it was time for him to get back to work. In 1995, they started Anthony Irrigation.

While they're headquartered in Osceola, Anthony Irrigation serves residential and commercial customers throughout northern Indiana and southern Michigan. With a full-time installation crew, as well as a couple of service professionals, this company takes great pride in installing and maintaining the finest quality irrigation systems in the area. "It's imperative that my crew shares the same passion for the lawn and garden that I do," claims Craig. "We always use quality Hunter products throughout our systems but it's just as important that my guys have the



knowledge, experience, professionalism and passion that it takes to get the job done right.” That level of quality and workmanship hasn’t gone unnoticed by customers either. Some have commented that watching the Anthony Irrigation crew on the job is like seeing everything in perfect harmony because everyone knows exactly what to do and they do it flawlessly.

One of the benefits of having an Anthony Irrigation system installed is the peace of mind that comes from knowing it’s been custom-designed to meet the individual needs of the home or business owner. “When we’re called out to quote on a job, I actually walk the property, plan it out, and create a detailed diagram that shows exactly how many sprinkler heads will be used and which areas will get more or less water,” says Craig. “Each customer has different needs around their yard and landscaping so each system is designed to specifically meet all of those needs.” Another business philosophy that allows Anthony Irrigation to stand out from many other companies is the fact that they are committed to personal customer service. “We actually have a real person who answers the phone and we make sure to respond to messages with a promptly returned call,” says office manager, Debbie.

Anthony Irrigation offers a variety of products and services to enhance a traditional system, too. Wind and rain sensors are available to provide greater efficiency when it comes to water usage. Feeder systems can also be installed. These automatically apply rust stain preventers to the lawn through the main irrigation system. Remote control devices are another convenient option when it comes to operating an irrigation system. In addition to quality irrigation systems, Anthony Irrigation also installs outdoor lighting that accentuates the beauty of the home and the landscaping. “When it comes to lighting a home, we do just as much planning and customizing as we do with our irrigation systems,” says Craig.

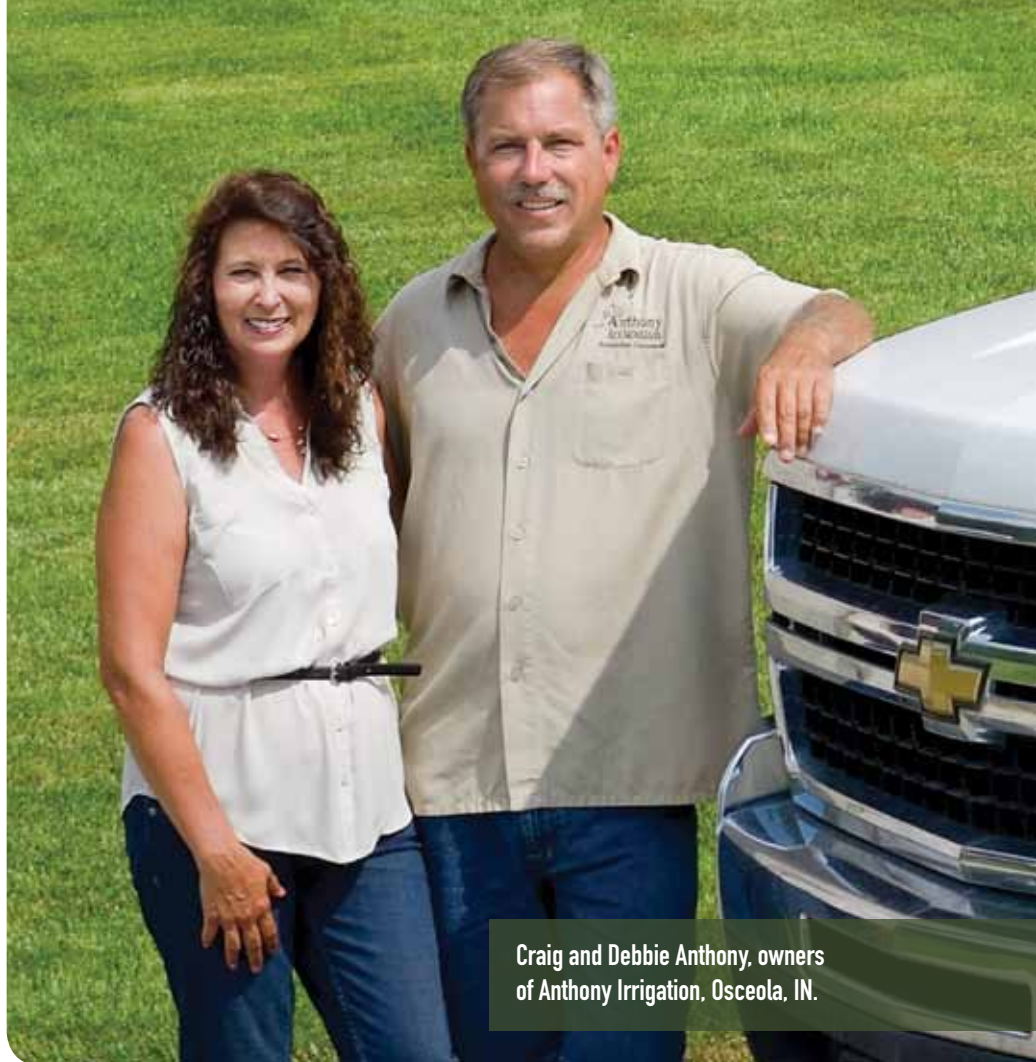
It’s undeniably clear that Craig and Debbie, as well as their employees, have built the business on a strong foundation

of genuine customer care and quality service. Fortunately, they’ve also had the support of excellent suppliers, top-notch products, and other committed business partners that have helped play a role in their success. For example, Anthony Irrigation has trusted INOVA Federal Credit Union with the financial side of their business for many years. “The kind of flexible service we get with Tom Smith at INOVA is unheard of with banks,” claims Craig. “Since INOVA is very community-centered, the people are always friendly and good to deal with. With banks, I always felt like an inconvenience to the people working there. INOVA has worked with me as my business has grown, structuring my loans the way I need them and really going out of their way to listen to me and accommodate my needs.”

Just as important as building his business is being able to give back to the community in which Craig and his family live. In addition to installing around 75

new systems a year and maintaining nearly 1800 active service customers, Craig always finds time to help out with the irrigation system and landscaping at his church. He also actively supports a local little league team, high school sports and his bowling team. And golf outings are a favorite pastime whenever possible. During the winter months, along with taking a little time to rest and relax, Craig and his crew stay busy plowing snow for commercial customers throughout the area. “We always look forward to spring, though,” says Craig.

“It’s great to get back outside and start taking care of lawns again. We have such a sincere appreciation for our customers and really enjoy them getting involved in the irrigation process so that we all experience a sense of mutual satisfaction and pride in keeping the yard looking nice.” 🌱



Craig and Debbie Anthony, owners of Anthony Irrigation, Osceola, IN.