



Gerstacker | Conner Knecht

Entrepreneur Spotlight



Year:
Junior

Major/Minor:
Finance, Business
& Organizations

Business:
White Pine Lawn and
Landscape

What is it?
Landscaping Company

Year Business Started:
2012

During his sophomore year of high school, Conner Knecht started White Pine Lawn and Landscape with good friend, Nathan Loguski. After years of working for St. Claire landscape companies, Knecht and Loguski decided that they could take their knowledge of the job and create their own company together.

Starting out, they worked for only a few clients, but as word got out about their new company, more and more business started flowing their way. Now, four years later, they have more than 60 consistent clients. Knecht and Loguski have now expanded



friends to keep up with the jobs and projects that White Pine Lawn and Landscaping continued to receive, all through word of mouth advertising.

As time went on, Knecht, now a junior at Albion College, had to move away from the business during the Albion academic year. Loguski, also taking finance classes at a local community college and commuting back and forth daily to school, has taken on the business throughout the year with Knecht helping when he can. Ultimately, Knecht and Loguski hope to be able to improve the business so that it is one of the top competitors throughout the city of St. Claire.



their business from just lawn and landscaping, to projects such as sodding and snow and tree removal. Continuing to grow, Knecht and Loguski had to employ four of their

Conner, a Gerstacker student studying finance and businesses & organizations, hopes to one day be a manager of a business. He strives to be on the floor more than in a cubicle and out doing jobs such as he is doing today.

*Gerstacker students:
Sam Armstrong, '19 & Emily Wagar, '20*



Albion College

CARL A. GERSTACKER INSTITUTE FOR BUSINESS AND MANAGEMENT
517/629-0418 | ALBION.EDU/GERSTACKER | GERSTACKER@ALBION.EDU