

**FOR IMMEDIATE RELEASE**

## **Introducing Jeff Holliday, a longtime friend and now sales partner with Landscape Supply.**

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**RICHMOND, VA; March 19, 2024:** Landscape Supply, a leader in the turfgrass and erosion control industries is proud to welcome Jeff Holliday into our family. With an impressive background in customer service, turfgrass management, and project execution, Jeff brings a wealth of expertise to enhance our commitment to excellence.

Jeff's responsibilities will encompass sales leadership, accelerating growth through expanding LSI's presence in current and new geographies, development of new product innovation, and contributing to the company's sales and business strategies. Jeff's territory will primarily focus on the greater Richmond golf market as well as assigned territories throughout the state.



A native of York, PA, Jeff brings over 30 years of industry leadership to LSI, with 30 years on the golf course. A graduate of N.C State in Raleigh, Jeff started his career in his home state of Pennsylvania at Quail Valley Golf Club and Hershey Country Club. After moving to Virginia in 1995, Jeff worked as a Superintendent at Country Club of Virginia and then Salisbury Country Club for over twenty years. Jeff then turned to the sales side of the business which ultimately led him to Landscape Supply, Inc.

LSI's Director of Sales and Marketing, Eric Snelsire, expressed enthusiasm about Jeff joining the LSI division, stating "I am very excited to blend Jeff's hard work and determination with our company resources. I'm convinced it will be a win for our customers. As LSI continues its growth strategies, specifically throughout the Mid-Atlantic market, Jeff and his strong industry background and experience will accelerate our strategic plan. We are thrilled to have him on board!"

"As a customer of LSI, I have always admired the team, growth, and reputation in the industry of W.S. Connelly. I am humbled to partner with this great company. I am excited to join the LSI sales team and help build on the solid foundation they have already developed in Virginia and beyond," stated Holliday.

### **About Landscape Supply**

*a W.S. Connelly Company*

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Founded in the 1950s as a simple feed 'n' seed business, W.S. Connelly expanded across the decades to parent multiple companies serving turf and horticulture professionals, erosion control contractors, engineers, and resellers. W.S. Connelly parents several different companies, including Landscape Supply, which operate in 17 distribution centers

across the Mid-Atlantic, Northeast and Mid-West. WSC's network of service centers provides customers with the highest level of customer service.

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