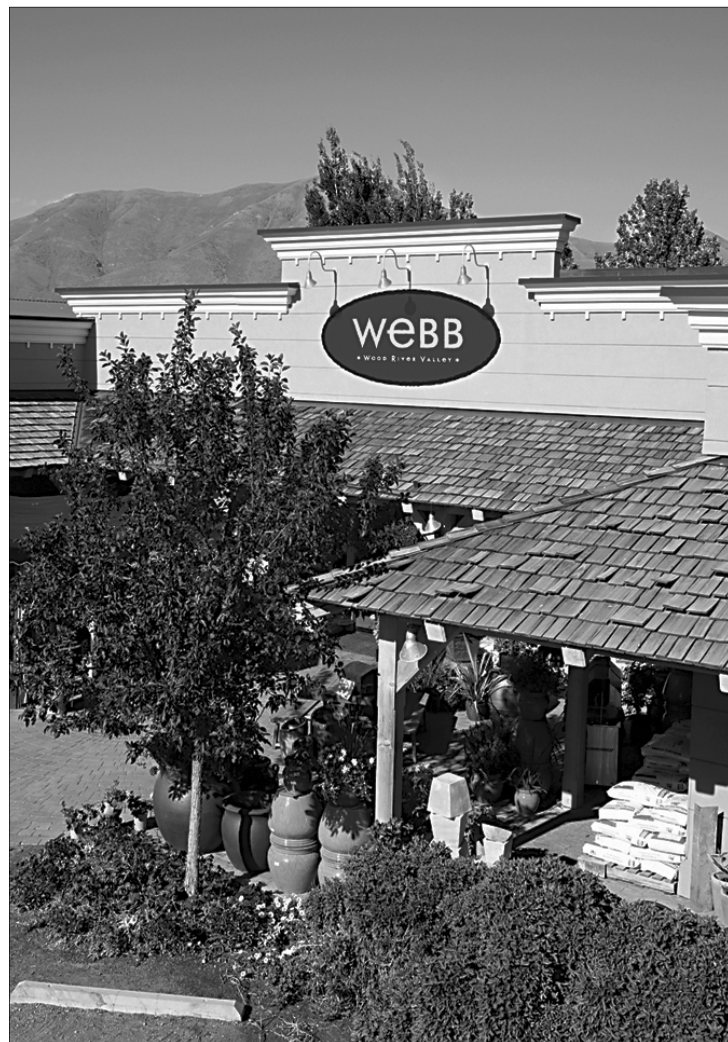


# THIS WEEK'S BUSINESS FOCUS



# WEBB

162 GLENDALE ROAD, BELLEVUE · 417 N. MAIN STREET, HAILEY  
891 WASHINGTON AVENUE, KETCHUM

When you want to know where the best food is in town, you ask a local. When you set up residence here, you call on locals to help you get settled. When you start to work on your garden, there's one local the locals count on, Webb.

"Plant. Grow. Live." The simple motto of this employee-owned, all-purpose home and garden center and landscaping service has deep roots.

When Doug Webb came to Sun Valley, he was looking for spectacular skiing and ended up calling this valley home. All he lacked was a way to sustain a life here.

In 1972, he threw a 21-inch Sensation push rotary lawn mower in the back of his pickup and Webb was born.

"Everyone in the Wood River Valley has a genuine passion and commitment to keep the valley beautiful," says Webb. "From a home environment perspective, this means respecting the existing beauty in which the entire community lives, and ensuring that we all take part in stewarding the sustainability of it."

Rather than contradict the growth, Webb was determined to participate, responsibly, in its natural progression. That meant staying proactive and current, while experimenting on their own gardens to be able to deliver first-hand knowledge to their customers.

The all important first impression given clients then is, "We get it," explains Webb. "We know what works in the valley."

Most of the live goods and products offered through one of their stores in Ketchum, Hailey or Bellevue, are locally grown, or, at the very least, produced in the valley, and on-site consultations are free at any of the Living Stores. That keeps prices at, or lower, than most of the state and even the adjacent states.

What works *in* the valley should also work *for* the valley. By making the company employee owned, "they realize the satisfaction of every customer, big or small, is their responsibility," says CEO Steve Mills. "At the end of the day, Webb employees feel it is important to demonstrate that commitment and passion by providing the best in every aspect of the business."

Familiarity with clientele and the conditions of the environment in which they work and live helps Webb customize its care and build trust.

"Whether it is a petite dwelling, or more expansive needs, creating sanctuaries of comfort through our Living Stores is what we are known for," says Mills. "We take great pride in the relationships that we have built and the place we call 'home'."

Webb is also community partners with Trout Friendly Lawns, Sawtooth Botanical Gardens, the Papoose Club and the Sawtooth Rangers.

The company utilizes environmentally friendly practices for care and cultivation and decisions about the products they support and carry are always weighed against the potential long-term impact as well. They also promote ride sharing among staff.

"We all live here and will impact the environment in some way," says Mills. "We must always strive for a positive effect on the Wood River Valley and beyond."

—Jennifer Liebrum

VITALS

YEARS OF SERVICE: **39**  
OWNER: **Employee-owned**  
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