

# History of MasterScapes®

## Our roots

- 1978** - Dan Haught's father opens Haught's Tree Service in Abilene, Texas.
- 1980** - Haught's Tree Service expands to include lawn mowing services.
- 1985** - Dan Haught begins managing lawn mowing services at Haught's Tree Service.
- 1992** - Dan and Cathy Haught purchase the lawn mowing portion of his father's business and become Haught Landscape Company. Haught Landscape Company opens with 8 employees and shared office space.



## 2000s

- 2000** - MasterScapes® adds Landscape Architect design services.
- 2001** - MasterScapes® purchases first specialty truck for property maintenance.
- 2002** - **10<sup>th</sup> Anniversary**  
MasterScapes® begins using the H-2B labor certification program.  
  
MasterScapes® becomes a member of National Association for Landscape Professionals (NALP).
- 2004** - MasterScapes® expands office space.  
  
MasterScapes® launches website (masterscapes.com).  
  
MasterScapes® acquires decorative curbing company, Texas Borders.  
  
Southern Living magazine includes the landscape work of MasterScapes® in a story.  
  
MasterScapes® receives Texas Excellence in Landscaping Award from Texas Nursery and Landscape Association for Commercial Installation and Design of Haskell National Bank, Abilene.  
  
MasterScapes® becomes a member of Texas Nursery and Landscape Association (TNLA).
- 2007** - MasterScapes® expands office space.  
  
MasterScapes® adds Arbor Care services.  
  
MasterScapes® receives Historically Underutilized Business (HUB) certification.

**We are proud of our qualified and knowledgeable staff. Our professionals are registered, licensed, or certified in all areas of landscape care.**



## Today

### 2017 - 25<sup>th</sup> Anniversary

**Our DREAM is to cultivate an environment that practices integrity, values relationships, and fosters learning in order to improve lives.**

**Our PURPOSE is improving outdoor spaces.**

*Landscape for Life™*

**At MasterScapes®, it's about improving lives by improving outdoor spaces.**



**For over 25 years, hard work and quality service have shaped MasterScapes® into an award winning, full service landscape design, maintenance, and water management company.**

## 1990s



- 1992** - Haught Landscape Company adds Landscape services.  
  
Haught Landscape Company adds Irrigation services.
- 1993** - Haught Landscape Company acquires Simpson Landscaping.  
  
Abilene Reporter-News features Haught Landscape Company as part of coverage for National Lawn Care Month.  
  
Haught Landscape Company receives proclamation from the City of Abilene in honor of National Lawn Care Month.  
  
Haught Landscape Company begins using industry-specific computerized scheduling software.
- 1994** - Haught Landscape Company begins the legal trademark process in preparation for company rebranding.
- 1995** - Haught Landscape Company rebrands as MasterScapes.  
  
MasterScapes purchases property on Bacacita Farms Road and moves office operations into a portable building on site.
- 1996** - MasterScapes constructs a building on the Bacacita Farms Road property to house office operations.  
  
MasterScapes adds Treatment services.
- 1997** - MasterScapes officially registers as a federally protected trademark and becomes MasterScapes®.
- 1998** - MasterScapes® outfits crews with standardized uniforms.

**Our core values of innovation, knowledge, efficiency, relationships, and honesty guide our conduct and decision making.**



## 2010s

- 2010** - MasterScapes® expands facilities to include a small workshop and storage area.  
  
MasterScapes® acquires Promise Lawn Care and Morris Lawn Service.  
  
MasterScapes® Property Care client, Blue Cross Blue Shield, receives Keep Abilene Beautiful Donna Albus Beautification Award.  
  
MasterScapes® receives Texas Excellence in Landscaping Award from Texas Nursery and Landscape Association for Residential Installation and Design.
- 2011** - MasterScapes® acquires Abilene Lawn Solutions and Brokaw Lawn Service.  
  
MasterScapes® expands facilities to include a new workshop.  
  
MasterScapes® adds online payment feature to website.
- 2012** - **20<sup>th</sup> Anniversary**  
MasterScapes® modifies facilities by converting the original small workshop to a break room.  
  
MasterScapes® opens office in Sweetwater, Texas.  
  
MasterScapes® redesigns and relaunches website.
- 2014** - MasterScapes® expands facilities to include a shade house for plant materials.
- 2015** - MasterScapes® acquires Weed Patrol.  
  
MasterScapes® expands existing workshop.
- 2016** - MasterScapes® remodels office workspace to improve functionality.  
  
MasterScapes® launches social media pages on Facebook, Instagram, Houzz, and Pinterest.  
  
MasterScapes® completes wrapped vinyl imaging of fleet vehicles.