FORCE OF NATURE

The Professional Lawn Care Industry's Greatest Businessman

Des Rice
1949-2011
Des Rice

Canada’s Greatest Franchise Businessman

The God-Father of the Modern Professional Lawn Care Industry
Desmond Francis Joseph Rice passed away on April 14th, 2011, in Naples, Florida.

Rice was the Co-Founder of Weed Man Lawn Care Franchises.

He was also the Head of one of Canada’s leading franchise organizations That Franchise Group.

He was 62-years-old.

He was, without a doubt, Canada’s GREATEST FRANCHISE BUSINESSMAN.

Rice was also the God-Father of the Modern Professional Lawn Care Industry.

Rice was LEGENDARY, ICONIC, and LARGER-THAN-LIFE, with his TRADE-MARK MOUSTACHE.

He made a difference in many people’s lives, and developed the reputation as a GREAT LEADER who genuinely cared for his family, employees, franchisees, and business associates.
Des Rice CO-FOUNDED Weed Man, the Professional Lawn Care business that became a HOUSEHOLD NAME ACROSS NORTH AMERICA.

In 1949, Rice was born in Sligo, Ireland.

Rice came to Canada as a youth, and grew up with his family in a small bungalow in Toronto, Ontario, before striking out on his own.

In 1970, Rice and his wife Brenda together FOUNDED Weed Man in Mississauga, Ontario.
Rice designed the DISTINCTIVE Weed Man LOGO and FONT that is STILL USED TODAY.

With a 500-dollar loan from his father, and a pick-up truck, Rice began knocking on doors, offering to « weed » peoples’ yards.

When asked why the name « Weed Man », Rice answered —

« When your wife wants you to get rid of the weeds who do you call. The Weed Man. Use your brain. »
For seven years, Rice and his wife Brenda ran the INCREASINGLY BUSY STAND–ALONE BUSINESS.

By 1977, Rice decided to grow the business through FRANCHISING.

It was a smart idea, and Weed Man quickly REPLICATED ITS SUCCESS ACROSS CANADA, with 130 FRANCHISES.

In 2000, Weed Man SOLD–OUT the Canadian franchises.

With the Canadian market SATURATED, Weed Man EXPANDED into the UNITED STATES.

In 1996, Weed Man became a master licensee of Turf Management Systems, Inc., which BEGAN FRANCHISING IN THE UNITED STATES.

By accumulating more than 200 AMERICAN FRANCHISES, Weed Man proved that it continued to GROW RAPIDLY.

In 2010, Landscape Management Magazine listed Weed Man as the FAST–EST–GROWING and the NINTH LARGEST LANDSCAPE / LAWN SERVICE PROVIDER in North America.

The company also explored opportunities in the UNITED KINGDOM, where in fact, FIVE FRANCHISES were established.

By 2011, the COMBINED Weed Man franchises numbered OVER 330.
Weed Man franchises have always been easily identifiable by DISTINCTIVE GREEN and YELLOW UNIFORMS and TRUCKS.
As Weed Man continued to flourish, NEW FRANCHISE VENTURES were developed that provided a COMPLIMENTARY FOCUS ON MORE RESIDENTIAL SERVICES, such as Bin There Dump That, Christmas Decor, Downsizing Diva, and Truly Nolen structural pest control.

By 2011, ALL franchise operators generated MORE THAN 100–MILLION–DOLLARS in revenue each year.

People admired Des Rice’s creativity, ambition, and accomplishments.

Des was a very strong man and he worked hard all his life at being a great business man, husband, father, and grand–father.

He will be remembered for his smiling face and larger than life personality.

Ave atque vale

Hail and Farewell !
Des Rice
Rest In Peace
Force Of Nature presents THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE destined for the Green Space Industry, the Environmental Terror Industry, the Environmental Terror Organizations, and the Environmental Terrorists. The neutrality of these Reports might be disputed. This is what we do — we present reports on the Internet, and may be considered in the public domain, serving one of the following purposes — archive, education, and promotion. Mr. Gathercole and his colleagues have followed the evolution of LUNATIC ENVIRONMENTAL TERRORISM for over a quarter century. For FIFTEEN YEARS, Mr. Gathercole and his colleagues have been the VERMIN OF ENVIRONMENTAL TERROR for the entire Modern Green Space Industry across Canada. Their involvement in Environmental Issues reached a fever pitch in the 1990s, when he orchestrated, with his colleagues, legal action against the Forces of Environmental Evil in the Town of Hud- son, Quebec.

Today, Mr. Gathercole is the ONLY TRUE WITNESS of the Hudson Industry Exception Status that endures to this day. He is also the creator of the signs that are now used for posting after application. He and his colleagues are recognized as the MAJOR INFLUENCE for the decision by Canadian Cancer Society to STOP selling for profit PESTICIDE—TREATED DAFFODILS. Mr. Gathercole's vast knowledge of our long journey with Environmental Issues is UNDENIABLE — hopefully! Mr. Gathercole is now retired, although his name continues to appear as FOUNDER of Force Of Nature.

Mr. Gathercole is a principal FOUNDER of the Modern Professional Lawn Care Industry in BOTH Ontario and Quebec. He holds a degree in Horticulture from the UNIVERSITY OF GUELPH, and has worked in virtually all aspects of the Green Industry. He has worked in environmental compliance, government negotiations, public affairs, and workplace safety. Mr. Gathercole has supervised, consulted, programmed, and/or overseen the successful and safe execution of HUNDREDS OF THOUSANDS of pest control applications in the urban landscape. He has trained, instructed, and/or supervised PRODUCT APPLICATION DEVICES with TURF & Recreation Magazine, Canada's Turf and Grounds Maintenance Authority. Mr. Gathercole has also been an agricultural agronomist. For many years, Mr. Gathercole was a contributing columnist for TURF & Recreation Magazine, Canada's Turf and Grounds Maintenance Authority.