

April 3, 2009

The COLLEYVILLE Courier

CHHS Senior Earns Entrepreneurial Scholarship

By Lance Murray

When it comes to business, Colleyville Heritage High School senior Steven Crandall is a cut above.

The 18-year-old Grapevine resident runs a lawn-care business that employs nine CHHS students, and that was a key to his winning the prestigious TCU Texas Youth Entrepreneur of the Year Award from the Neeley School of Business at Texas Christian University.

The statewide scholarship program recognizes high-school-age entrepreneurs who run successful businesses. The top award won by Crandall carries with it a prize of \$5,000 at any university or \$10,000, if he decides to attend TCU.

"I was greatly honored to win something so prestigious, there was so much competition and many amazing businesses," Crandall said.

He will begin college in the fall and plans to major in finance or entrepreneurship. Crandall started the business in 2005 when he was 14 years old.

"During the first two years, my grandfather would drive my brother and I around each week," Crandall said.

His parents, Gary and Deborah Crandall, have been supportive of his business endeavors, Crandall said, "but they always feel I need to take care of school before work."

He currently has 35 residential customers.

Once Steven graduates on June 7 from CHHS, Crandall Brothers Lawn Service will be run by his brother, Matt, 16.

"He will soon be the boss, and be responsible for setting up all the work and scheduling; which employees will work, when," Steven Crandall said.

The job also entails "handling all customer calls, marketing, payroll and customer relations," he said.

Among the company's employees are three varsity football players, three junior varsity football players, a varsity baseball player and a varsity basketball player.

Crandall said he was a varsity wrestler his sophomore and junior years.

The crew normally works one to two days a week after school, Friday after school and Saturday, Crandall said.

But the physical nature of lawn care isn't the hardest part of running his business, Crandall said.

"The hardest part of running my business is record keeping, time management for all my responsibilities and delegation of employees," Crandall said. "I also have to see that each job is completed and balance school and other activities."

He said he's benefited from word-of-mouth advertising.

"I have been blessed to deal with so many wonderful customers," he said. Crandall said that long-term, he will stay involved in the business and help it grow.

He foresees adding such services as pest control, pool service and fence-building in the future.

Crandall says his heavy workload hasn't hindered his personal life, however.

"I make sure to make time for my girlfriend and the people important to me," he said.

For more information about the business, see www.crandall-brothers.com

