

Graham Spray Equipment Bids Bittersweet Farewell to Icon Charlie Holloway

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After nearly 38 years with Graham Spray Equipment, beloved salesman Charlie Holloway is retiring. Graham, producer of customized spray units and rigs for lawn, tree and shrub care, announced Holloway's last day will be April 26.

Holloway started out on the shop floor building spray units and worked his way up to sales, where he is known for building lasting relationships. A case in point is Charlie King. When King was starting his lawn care company, King Green, 30 years ago, he came to Graham for equipment and met Holloway for the first time. King has been a Graham customer, and the two Charlies have been friends, ever since. The spray rig from that first transaction is still in service.

“Spray equipment is a big purchase, and Charlie makes customers feel comfortable. Instead of feeling like they’re hearing a sales pitch, they feel educated on the investment they’re making.”

– **Josh Bare**, *Graham Vice President*

Chad Smallwood recalls his first meeting with Holloway. Smallwood was leaving a steady job to start his spray business, Perfect Turf, and was feeling a bit unnerved. Holloway put him at ease, saying, “Let me tell you something, son. The only times I’ve seen people fail at this is when they let personal stuff like drugs or a divorce get in the way.”

“Charlie really boosted my confidence,” says Smallwood, who will be marking eight years in the spray business this May.



Bare adds that Holloway “has guided and mentored all of us over the decades, and when you think of Graham, you think of Charlie. He’s an icon and an all-around great guy.”

Holloway is looking forward to catching up on projects, doing more fishing, and continuing his involvement in the Georgia Cowboy Poets Gathering and the Douglas County Cowboy Poets. Even so, he will miss working with Graham staff and customers. “I’ve really enjoyed my work, and I like knowing that me and the Graham team have played a part in many successful businesses.”

After April 26, sales inquiries can be directed to Dave Arnett and Teddy Mathis. Mathis joined Graham in 2017, bringing with him 21 years’ experience in lawn care and the spray industry. Arnett has been with Graham for more than 30 years.

Until then, you can wish Charlie happy trails at **770-942-1617** or **charlie@grahamse.com**.