ments (weed control usually) instead of blanket applications, Green Drop significantly reduced both service delivery and product costs.

“The changes allowed us to get more production out of every truck and still carry about 70 percent less product,” says Robinson.

If all Green Drop management’s decisions had been as foresighted, Robinson admits he certainly couldn’t speak from the perspective he now does.

For instance, the company’s Winnipeg operation had “some rocky times” this past season, says John.

“We could blame the economy and other factors, maybe even the environmental factor, but I don’t think we should use them as scapegoats.”

Instead, he’s looking for “hiccups” in his program.

The market’s there, he’s convinced, and Green Drop will find a way to satisfy it.

“After all, we bought two companies there (Winnipeg),” he says. “We changed the name; there was new management; we changed the program.”

Tellingly, the Calgary and Edmonton operations had good seasons.

Says Robinson: “If you really look at the success of a business, really look deeply, it usually comes back to internal changes you make or you don’t make.”

—Ron Hall

---

**Turfed truck attracts the curious, new customers**

*Here’s a nifty idea that’s used to attract possible customers. It’s a product of a fertile imagination—not to mention some fertile grass.*

- John Kroll wanted to show prospective customers that his Montane Landscape Company can grow grass just about anywhere.

  So he “grew” a truck, a pickup truck covered with Kentucky bluegrass/creeping red fescue sod.

---

**Airwaves to carry lawn/landscape tips**

*John Deere’s Bob Tracinski reveals an electronic campaign to rekindle pride in home lawns.*

- An ambitious campaign to reinvigorate pride in home lawns sprouts this spring.

  A by-product of the effort—indeed, its goal—will be to promote the Professional Lawn Care Association of America (PLCAA) as a helpful and knowledgeable spokes-organization for lawn care.

  The effort is informational and involves five 60-second public service announcements (PSAs) for radio and one for television. Production of the announcements began in September and should begin popping up on radio and television in early spring 1992.

  PLCAA directors late this summer endorsed