11 Certifying the industry
The ranks of certified landscape contractors are growing, as more companies realize how certification enhances company and industry professionalism.

Terry Mclver

14 Opening a branch office
Careful planning and foresight will eliminate many of the problems posed by this type of expansion.

Ed Wandtke

15 Choosing mowing patterns
Besides speed, they can help you control the beauty of an area, or the safety with which you're mowing, as Tim Glover of Westerville (Ohio) Schools attests.

18 How to be successful
'If you don't stand for something, you'll fall for anything,' says this Virginia Turf Conference lecturer, who gives tips on creating your own destiny.

Jerry Roche

20 Small business tips
The National Association for the Self-Employed (NASE), an organization serving the needs of small businesses in America, lists some business hints on various subjects.

21 Weed control for sports fields
Developing a game plan means scouting the opponent—identifying the weeds, recording their location, and learning their lifecycle.

Gil Landry, Ph.D.; Tim Murphy, Ph.D.

23 Suppressing summer patch
Ammonium sulfate fertilizer suppresses summer patch, a fungal disease attacking the roots of turf grasses, says Dr. Joseph Heckman of Rutgers University.

23 Plan ahead for Japanese beetles
Sure, it's early, but it's a good idea to take some time now to plan how you'll handle Japanese beetles in the spring.
26 Pat Norton: ‘Person of the Year’
Norton, of Barefoot Grass Lawn Service, joins a list of lawn care notables that includes Dick Duke, Jerry Faulring and Marty Erbaugh.
Ron Hall

27 ChemLawn: end of the road?
Many factors contributed to ChemLawn’s demise, but had its trademark passion for customer service left it first?
Ron Hall

HOT TOPICS
29 Indy coach captivates industry
Indiana University basketball coach Bobby Knight had all 3,000 attendees at last month’s Green Industry Expo talking about him for the four days of the annual fest.

DEPARTMENTS
1 As We See It
8 Ask the Expert
29 Hot Topics
31 Customer Service Tips
32 Info-Center
34 Events
35 Jobtalk
36 Product Spotlight
42 Product Showcase
46 Classified
48 Ad Index

On the cover: The grounds around The Arboretum, a shopping and office complex in Austin, Texas, maintained by Clean Cut, Inc. of Austin.