Making the grade
Our mini-survey of lawn and landscape customers shows that our industry appears to grade out well in terms of knowledge, customer satisfaction and value.
Jerry Roche, Terry McIver

On sales and service
Do a better job, and everyone associated with the organization will profit financially and personally, say two experts on customers.
James E. Guyette

Avoiding summer burnout
Summer heat compounds all the things that can go wrong during a day. Here's how to keep productivity high and workers happy.
E.T. Wandtke

LM Reports:
Tree maintenance equipment
Pruners, injectors, mist blowers and aerial lifts are four categories of the more common equipment used in tree care.
Jerry Roche

Irrigation: Ten-Plus-One
Irrigation, performed consistently, plays a major role in determining the condition of athletic turf. These 11 "commandments" will help determine if your irrigation system's a winner.
Ray Flood

Stump cutter maintenance
Preventive maintenance helps keep the equipment productive, and employees and bystanders safer, says Brad Yochheim.
James E. Guyette

Fertilizing woody plants
Proper technique and fertilizer selection are parts of PHC over which arborists have more control than any other service except tree pruning and surgery.
Trevor F. Vidic

'Slitting' insecticides
Contractors develop a market for 'slit' mole cricket control in Dixie, but white grubs are still uncertain in North.
Ron Hall

Moving the players
'Ready Golf' keeps golfers moving and helps more than 400 per day breeze through city courses in Overland Park, Kan.
Jerry Roche

Too much water unwise
Researchers in Fort Lauderdale found that despite turfgrass's ability to filter chemicals, some can still leach to groundwater.
Ron Hall

Dragging with Dennis
Jacksonville's Nick Dennis is all go with lawn care, automobile racing, and the Florida Turfgrass Association.
Ron Hall

Supporting service people
Who in your service delivery organization has the most contact with customers? Are you supporting them?
Ron Hall
Drought-resistant grass

Dr. Karl Danneberger teams up with OSU's Biotechnology Center, which has isolated a gene that helps plants jump-start the production of proline, a common amino acid associated with drought tolerance in many plants.

Residential business growing

New residential installation, with projected growth of 11.5% in 1993, is the hot ticket in the market, according to members of the National Landscape Association.