features

cover story

20. People of the Year 2000
See why we celebrate the careers of Bruce Hunt, Kevin O'Donnell and Terry Kurth
By Sue Gibson, Ron Hall & Jason Stahl

30. Twenty Ways to Make Cold Calling Work
Want more commercial maintenance business? This might help jump-start those sales
By Mr. Per

35. Creating a Desert Wetland
This Arizona community wanted an oasis in the desert. Here's how the contractor and city made it happen
By Don Dale

LABOR CRUNCH

38. They don't participate
It isn't easy, but you can involve just about everyone in training and employee projects
By Jim Paluch

grounds management center

40. Award-winning landscape management
Chene Park: Detroit's jewel

COVER IMAGES: RON GOULD (BRUCE HUNT); GREGG SUTTER (TERRY KURTH); JOHN WELSH (KEVIN O'DONNELL)
departments

columns, news & more

7. On the Record
Kick the habit
BY Sue Gibson

8. Events
Who, what and when

9. Green Side Up
Slam dunk — landscape style
BY Jason Stahl

11. My Way
Marketing is a science
BY Marty Grunder

14. Industry Almanac
Texas equipment ban update; dot-coms + parks = trees

42. Alternative medicine for turf
Promising new substances have activity on turf
BY Doug Brede, Ph.D.

49. Jobtalk:
What labor problem? New equipment options
BY Jay Lemke

52. LM Reports: The Tractor Factor
BY Curt Harler/Contributing Editor

55. Ask the Expert
Drought or beetle damage? Mysterious oak blight
BY Bal Rao, Ph.D.

56. Products

66. Cleanup Crew