**Editorial Index / GreenBook 2003**

### Author Index

**January**
- Porter, Sue; Griggs, Judson; Hall, Ron; Harler, Curt; Rao, Balakrishna; Stahl, Jason; Witterschein, George

**February**
- Brakeman, Lynne; King, Steven; Hall, Ron; Harler, Curt; Rao, Balakrishna; Stahl, Jason; Staib, Bob; Vinchesi, Brian

**March**
- Hall, Ron; Harler, Curt; Mathers, Hannah; Powell, A.J.; Rao, Balakrishna; Stahl, Jason; Volz, Wayne; Wilkinson, Hank; Witterschein, George; Zwaska, Paul

**April**
- Greenwald, Steve; Hall, Ron; Hanrahan, Rich; Harler, Curt; Poulsen, Vicky; Rao, Balakrishna; Stahl, Jason; Witterschein, George

**May**
- Atkinson, William; Greenwald, Steve; Grunder, Marty; Hall, Ron; Harler, Curt; Rao, Balakrishna; Stahl, Jason; Wilkinson, Hank; Zwaska, Paul

**June**
- Fitzpatrick, Mike; Guyette, James; Hall, Ron; Harler, Curt; LaScala, Gary; Mongeon, Roger; Rao, Balakrishna

**July**
- Bio, Robin, M.; Brede, Doug; Fletcher, Patricia and David; Gooch, Jamie; Grahl, Cindy, Hall, Ron; Harler, Curt; LaFlamme, Ed; Stahl, Jason; Witterschein, George

**August**
- Andrews, Bob; Clayton, Debbie; Gooch, Jamie; Hall, Ron; Harler, Curt; Stahl, Jason; Witterschein, George

**September**
- Burchfield, Gary; Hall, Ron; Harler, Curt; LaFlamme, Ed; Myers, Donald, F.; Rao, Balakrishna; Rugg, Jeff; Stahl, Jason; Weiss, Daniel; West, Jeff; Wilson, Bruce; Woodford, Katherine

**October**
- Fireman, Jerry; Hall, Ron; Hanson, Ari; Harler, Curt; LaFlamme, Ed; Myers, Donald; Stahl, Jason; Wilson, Bruce; Witterschein, George

**November**
- Agudelo-Silva, Fernando and Linda Novy; Guido, Judy; Grahl, Cindy; Hall, Ron; Harler, Curt; Hofer, Thomas; McGrady, Jeff; Stahl, Jason

### Article Index

**Arbor care**
- Treat trees right, June, page 42; Fight tree killers, August, page 52

**Associations**
- PLCAA president explores lawn care in Asia, January, p. 15; Student career days, February, page 14; NLA Hall of Famer, April, page 28; Optimism prevails at ALCA Student Career Days, May, page 21; ALCA maintenance event, June, page 14; PLCAA adds football star Theissmann to conference lineup, May, page 22; Fender honored for TPI's 'Water Right' book, July, page 21; Champion Tree Plant Systems 9-11 memorial at Pentagon, October, page 20; Leadership jams, PGMS unites, EXPO moves to October, November, page 18

**Athletic Turf**
- The dirt on infield skins, January, page 52; Soccer in the desert, January, page 58; Soils to build reputations, March, page 46; Strategies to combat traffic, March, page 56; Yankee's field gets a facelift, March, page 60; Infields for true play, May, page 60; Pacesetter Park, June, page 46; Woodfield Country Club, September, page 44; Getting back to nature, November, page 62

**Awards**
- Award-winning landscape management: Post Riverside, January, page 32; Chicago medians, February, page 28; Busch Gardens, March, page 44; Roche de Colorado, April, page 76; Druid Ridge Cemetery, May, page 50; Pacesetter Park, June, page 46; Mohonk Mountain House, July, page 62; Abbott Labs, August, page 42; Woodfield Country Club, September, page 44; Chicago Park District, October, page 42

**Business management**
- Open your books for profit, January, p. 22; Help! Manager in a slump, February, page 10; Mow for more $5, March, page 30; Establish your rates, March, page 92; Don't let low-ballers bite into your profits, April, page 32; Payday for the owner, April, page 108; Play your game, May, page 26; Low-ballers? Forget about 'em, May, page 12; What is your time worth? May, page 84; Increase sales or cut costs, June, page 10; Customers are people first, June, page 12; Business plan basics, June, page 30; Franchising's revival, June, page 34; A budget to build your brand, June, page 80; Don't let drought dry you up, July, page 12; Get to really know clients, July, page 14; Business planning is strong medicine, July, page 47; First, define your game, July, page 116; Go with the cash flow, August, page 10; When you budget, you win, August, page 12; Three paths to profit, August, page 24; A need for speed, August, page 68; Bidding wars heating up, September, page 8; Need help? Head to GIF, October, page 9; You can never learn enough, October, page 10; Wrap the season right, October, page 14; Relationships that pay, October, page 22; Commit to it, keep it simple, October, page 70; Don't overreact to change, November, page 12; Get off to a fast start in '03, November, page 28

**Design/build**
- Building a 'grand' view, February, page 48; Install patios and decks profitably, July, page 88; Quick designs that sell, October, page 38; Hitting the wall, October, page 52

**Employees**
- Open your books for profit, January, p. 22; Creating good leaders, February, page 18; Communicate with your Hispanic employees, March, page 10; Hire to grow, April, page 87; You can never learn enough, September, page 10; Keep your labor legal, September, page 34

**Environment**
- Lighting it up, April, page 38; Win with water, June, page 22; Treat trees right, June, page 42; 10 tough industry issues, July, page 38; Don't let drought dry you up, July, page 12; Canada responds with IPM push, November, page 9; Be ready for erosion rules, November, page 46; Sustainable landscaping's success, November, page 54

**Fertilizer**
- Fertilization for the residential market, February, page 24; Easy with the N, February, page 56; MN limits phosphorus fertilizer, May, page 18; Scotts asks for science in FQPA, May, page 20

**Irrigation**
- Fertilization for the residential market, February, page 24; Irrigation's changing face, February, page 30; Audit now, save later, April, page 50; Win with water, June, page 22; Tune your tubing, July, page 79; Sprinkler winterization basics, September, page 40; Irrigation components, October, page 44

**Lawn care**
- Perfecting a park, April, page 43; Goodbye Crabby, June, page 60; Look locally when planting turfgrass, July, page 96; Lawn care in nowhere, August, page 36; Organicare brings new look to lawn care franchising, September, page 11; Control winter weeds, September, page 48; Seed availability, October, page 60; To lime or not to lime, November, page 70

**Operations**
- Get your life back, January, page 67; The account that got away, February, page 52; Mow for more $5, March, page 30; Mow and prosper, February, page 72; Avoid sod job screw-ups, March, page 36; Success from big ugly jobs, August, page 25; One-stop growth plan, August, page 28; Slow but steady, August, page 31; Lawn care in nowhere, August, page 36; Make disease management pay, August, page 47; Ground zero green again, September, page 64; Eliminate lost time, September, page 82; Wrap up the season right, October, page 14; To lime or not to lime, November, page 70

**Ornamentals**
- Make disease management pay, August, page 47

**Pest control**
- New insecticide options, April, page 90; Fungicide resistance, May, page 52; Say goodbye to pond pests, July, page 103; Make disease management pay, August, page 47; Control winter weeds, September, page 48

**Profiles**
- Play your game, May, page 26; Win with water, June, page 22; Success from big ugly jobs, Au-
People
Tree worker receives national safety award, June, page 19; Fender honored for TPI’s ‘Water Right’ book, July, page 21; A hero speaks, September, page 12; Champion tree project at Pentagon, October, page 20

Suppliers
New LESCO prezo off to a fast start, January, p. 14; Bobcat donates over $200,000 to 9-11 victims, February, page 16; Simple ready for action, April, page 16; New CEO plots LESCO’s future, May, page 19; Homeowners buying pro mowers, June, page 16; Symbiot attracts regional players, July, page 19; Scotts remains on the grow, September, page 10; Home Depot takes on LESCO, October, page 17

Technology
Surfin’ Turf, Nursery Network; February, page 17; Surfin’ Turf, LandscapeLink, March, page 18; Truck parade, August, page 16

Training
Chipco Academy offers training on Chipco line, January, page 16

Turfgrass
New herbicides debut, April, page 15

Weed Control
Get tough with ornamental weeds, March, page 72; Control winter weeds, October, page 48

LM100
The Top 50, July, page 26; 10 niche service ideas, July, page 23; 10 quality small companies, July, page 34; 10 great medium-sized companies, July, page 38; 10 top industry issues, July, page 38; 10 top grounds pros, July, page 40

State of the Industry
When the going gets tough, September, page 16; Eight trends, September, page 18; Tight times, September, page 30.

News Index

Acquisitions, mergers and expansion
Manager buys Post Landscape Group, January, p. 15; Woods Equipment Co. gets debt restructuring agreement, January, page 16; Gowan acquires Rubigan, February, page 14; Scotts LawnService acquires The Lawn Company, April, page 16; Bayer buys Aventis, July, page 20; Deere doses two production plants, August, page 16; Davey acquires National Shade, August, page 23;

Companies
RBI changes name, February, page 15; LandTek Group improves NYC soccer field, February, page 17; Howdy, pardner, let’s do business, June, page 20; HighGrove Partners prepares for tour, July, page 16; Organicare brings new look to lawn care franchising, September, page 11; ValleyCrest eyes expansion, October, page 16

Economy
Pre-season selling strong, March, page 14; Cautious optimism, September, page 7; MN landscape industry tops $2.1 billion, October, page 18; Let housing starts start you up, November, page 16

Environment and weather
Industry braces for drought, March, page 15; Another El Nino, April, page 14; Fender honored for TPI’s ‘Water Right’ book, July, page 21; New study: healthy lawns prevent runoff, October, page 19; VA suffers water ban, October, page 20

Legislation & regulation
National ‘Do Not Call’ list proposed, February, page 15; Feuding neighbors spark blower fuss, March, page 18; Legislators give NC turf big $5, April, page 29; Washington bans use of glyphosate on lawns, April, page 30; MN limits phosphorus fertilizer, May, page 18; Scotts asks for science in FQPA, May, page 20; Canada’s industry under siege, June, page 7 & 15; IA turf pros develop phosphorus policy, June, page 16; Syngenta defends atrazine, July, page 16; Cloverleaf lost to home lawns, August, page 15; EPA says most organophosphorus safe, August, page 15

Residential
Fertilization for the residential market, February, page 24

Sales and marketing
Sales and marketing 2002, January, page 25; Selling add-on services, March, page 16; Help! Don’t let lowballers bite into your profits, April, page 32; Homework overcomes objections, April, page 88; lowballers? Forget about ’em, May, page 12; Give them reasons to buy, May, page 16; Increase sales or cut costs, June, page 10; Customers are people first, June, page 12; Franchising’s revival, June, page 34; A budget to build your brand, June, page 80; Bidding wars heating up, October, page 8; Changing colors for a friendlier image, November, page 72; Aim for 90% contract renewal rate, November, page 86

Snow removal
Ready, set . . . snow, September, page 46; Going for the Gold, October, page 28

Software and technology
Saved by software, February, page 54; Your computer is a vital tool, April, page 10; Software scene, October, page 32; Quick designs that sell, October, page 38

Turfgrass
Fertilization for the residential market, February, page 24; Look locally when planting turfgrass, July, page 96; Upheavals mark seed trade, August, page 9; Make disease management pay, August, page 47; Control winter weeds, September, page 48; Seed availability, October, page 60

Water features
Be a pro at pond maintenance, September, page 56; 1-2-3 pond installation, November, page 40

gust, page 25; One-stop growth plan, August, page 28; Slow but steady, August, page 31; Lawn care in nowhere, August, page 36; Ground zero green again, September, page 64; Relationships that pay off, October, page 23; Going for the Gold, October, page 28; People of the Year, 2002, November, page 34