Make every day Earth Day

In life, as in sports, there are spectators and there are participants. As athletic turf professionals, we choose which role we play. Without question, the world would be a different and better place if more of us were players rather than onlookers.

WEB EXCLUSIVE
The 6 sins of greenwashing
Companies that promote eco-friendly services must deliver what they promise or risk being accused of “greenwashing.”

READERS RESPOND
What is the single biggest factor that would improve your workers’ productivity?

- More or better training 43%
- More or better equipment 29%
- More or better management 14%
- Other 14%

Next month’s question:
What’s your education level?
Want to weigh in? Visit www.landscapemanagement.net/survey to voice your opinion.

ONLINE OPPORTUNITIES
Explore recession-busting ideas with Landscape Management’s seven inaugural LM Consulting Clubs — a brain trust of business coaches proven to help Green Industry contractors, industry suppliers and associations bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

Visit the LM Bookstore and peruse our experts’ offerings. Jeffrey Scott will teach you to increase your business with “The Referral Advantage,” Harvey Goldglantz explains why “Marketing Matters” and Jim Paluch’s trio of tales including “Five Important Things,” “Leaving a Legacy” and “Growing Dreams” also are available.

LM SEARCH ➔ Link to leading suppliers and their solutions at www.landscapemanagement.net/search