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QUESTION OF THE WEEK

What new piece of equipment, product or service are you implementing this year?


Eddie Susshine: Incorporating food production into traditional flowerbeds.

Jeff Grizzle: We replaced one of our John Deere 2653s with a Toro Reelmaster 3100. We are very satisfied with that choice.

Web Extras

Visit LandscapeManagement.net > Click on Web Extras

MORE ON ESOPS (FROM COVER STORY):

- Dig into the first chapter of The ESOP Coach, authored by Kelly Finnell.
- Is your company financially apt for an ESOP? See an example feasibility analysis from CCG Advisors.
- Peruse some of Mission Landscape’s ESOP newsletters.
- View a roster of experts to assemble to create an ESOP.

PLUS:

- Norman Goldenberg opines on why big firms get a bad rap and the No. 1 hurdle in lawn care (from page 48).
- Get role and salary benchmarks from LandOpt for a $1 million company (from page 25).

Seen on Twitter

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@ASOMTitusville: RT DYK? A single grass plant can have more than 300 miles of roots? #LawnCareMonth pic.twitter.com/dWby6nqEc0

@777Collins: “@LandscapeMgmt: When do you disclose design fees? @jshilan weighs in. buff.ly/1myixjF” upfront. #always

@GravelyMowers: RT “In its sales workshop, @Ariens warns students: ‘If you don’t like to hear no, sales is not for you. Shrug it off, keep chugging.’” #PLANETSCD

Your Fortune Awaits!