READER FEEDBACK/QUESTION CARD

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   __________________________________________
   __________________________________________

B. My question for the Problem Solvers is __________________________________
   __________________________________________
   __________________________________________

C. Have you heard the news? ________________________________________________
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94 WEEDS TREES & TURF/FEBRUARY 1984
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all means—and fairways, too. With its lasting residual action, it provides the most cost effective control for summer diseases. BAYLETON works so well for so long because it gives you systemic activity through both foliar and root uptake. Use recommended rates and follow label directions. BAYLETON Turf fungicide. It can prevent your turf's green beauty from turning into brown ugly. See your turf chemicals distributor.

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Circle No. 134 on Reader Inquiry Card
sonal interest in what we do. Not too many people understand what we do and that ours is a profession that deals with living things."

Calculated ambitions
Orr keeps his own operation lean.

Ed Olson has worked as senior field supervisor and estimator for Orr for about seven years. Linda Crist has taken over about 60 percent of the estimating and does all of the scheduling of material delivery and purchasing. Orr’s wife, Diane, is office manager and bookkeeper. There are three foremen in the field, each with five or six laborers. (“We’re capable of doubling that capacity overnight,” Orr said.) The company owns five pick-up trucks (two are 2-1/2-ton dumps), one Bobcat front-end skid loader with attachments and one 300-gallon spray tank.

“Most of the heavy stuff like grading, hydro-mulching and irrigation, we subcontract out,” he said.

His modest office sits on an acre of land on Houston’s west side. The backyard is a potpourri of one-of-a-kind plant leftovers, things “we’ve been too hard-headed to throw away.”

Most of Orr’s plant material comes from growers in Louisiana, California and Florida. He only grows a few larger containerized trees in the front yard of his office. Orr says his biggest technical problem is the Houston soil condition.

“Everything is clay and lots of bed preparation is necessary which makes it difficult. We are blessed with a good climate, though.

Orr’s company is also blessed with a practical and realistic owner.

“I do suffer from blind ambition sometimes. I always knew I could compensate where I failed. But I know my limitations and my reputation is too important to me to go beyond those limits.”

WT&T
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Circle No. 165 on Reader Inquiry Card
SUCCESS from page 52

of expanding farther west than Chicago, but the Florida market is a ripe area. His nursery may also be another area of expansion in the future.

"We don't actively seek branches, but if we see good growth potential, we'll look into it."

Brickman feels competition is healthy and has no concerns about his company ever replacing the smaller landscape businessman.

"There's plenty of room for both," he says. "Just by the nature of how our companies do business, we define our market. Even our equipment is specialized for the type of business we do."

Brickman, a Howard-Price dealer, is proud of the 104-inch bat-wing rotary mower Howard developed and Brickman tested. It will be marketed this spring.

"This machine was created out of a need for this size mower in this market," Brickman said. "We see ourselves getting more and more involved in the development and dealership of equipment in the future."

Brickman's operation in Long Grove is unionized. He says it presents no problem.

"Where we run into a union situation we work with it and deal with the issues up front."

A legacy

Brickman was raised in Chicago. He and his wife, Sally, recently moved to Bryn Allyn, a northeast Philadelphia suburb, to be close to the Langhorne office. Two of Brickman's sons are following in their dad's and grandfather's footsteps. Steve is a salesman in maintenance operations for the company and Scott is a junior in landscape architecture at Penn State. A daughter, Sue, attends Sweet Briar College and another daughter, Julie, is a high school freshman.

Brickman is a licensed pilot who used to fly the company plane. With business responsibilities, his flying time was cut to a minimum. He still finds time to golf and play tennis. He is on the board of directors and is very active in The New Church, based in Bryn Allyn. He chairs the Associated Landscape Contractors of America's curriculum committee and is a past national president. He serves as treasurer of the Landscape Architecture Foundation.

Much of Dick Brickman's success has to lie with his ability to deal with people, especially his clients.

Not even being referred to as a "landscaper" by a client (which does happen occasionally), can dull his sensitivity to their needs.

"This is a people development business we're in," he said. "It is successful only to the degree it is committed to excellence. We constantly strive to meet the needs of the client. We can't force our ideas on them. The client is spending money to achieve a goal. The process is not important. The end result is.

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*Suggested retail price.

3M Hears You…
"We come out of college with over-inflated ideas of who we are," Brickman continued. "We become so impressed with our own credentials. We must keep in mind the client and his wishes. As I get older, I see more of what the client's view of us is."

Brickman sees a need for more professionalism in the industry, especially in the maintenance area.

"What's happening now is we're seeing outside service companies coming in. In the next ten years, we'll see organizations coming in and contracting national sites with major real estate companies. It's already happening in the janitorial services. Not many landscape firms are up to that type of challenge at present. Within the next 10 years, I see a much greater influence on marketing in landscape architecture. I'm excited about the future. Awareness of us by the public is real. It's up to us (the industry) to decide whether we'll be a leader or a team player."

WT&T