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CIRCLE NO. 147 ON READER INQUIRY CARD
Lebo Newman, vice president of Redwood Landscaping, Santa Rosa, Calif., believes landscapers should take advantage of industry organizations. Newman's company, Redwood Landscaping, is the largest landscape contractor in California's Sonoma County, specializing in installation and maintenance work. The firm maintains 250 acres of properties in Sonoma, Marin, Napa and Solano counties, including commercial, industrial, public and multi-residential sites.

The focus was on installation when Newman became a partner with Bill Davidson in Redwood Landscaping in 1973. "We soon noticed the landscapes installed were not maturing as they should have due to the lack of professional landscape care available in our area," Newman recalls. "This prompted us to offer professional landscape maintenance services, too."

**Bigger and better**
Professionalism is the key to effective landscape management, Newman believes. "We provide far more than just a mowing crew," he says. "Recognizing and solving problems that cause damage over a long period of time requires an understanding of the design intention, irrigation and planting, drainage standards, horticultural techniques and the particular needs of the client."

That's why Redwood Landscaping employs specialists in the fields of turf management, pesticide use and safety, irrigation repair and horticulture. "Each technician completes training sessions in general horticulture techniques as well as the field they choose to specialize in," Newman says.

"Turflon controls tough weeds. It doesn't require reapplications, either," Newman says. "That reduces the number of callbacks for us."

Newman's commitment to excellence was put to the test in 1987 when 3,500 gallons of diesel fuel overflowed from an underground storage tank system onto property owned by Hewlett Packard, one of Redwood Landscaping's clients. The company's irrigation program had to be shut down or severely restricted for nearly a month while the spill was cleaned up.

The accident occurred just before the California Landscape Contractors Association was scheduled to judge the 75-acre site for the state's prestigious Ben Slade Memorial Award. Newman considered withdrawing from the competition, but finally decided to let the entry stand.

**Award-winning job**
"It was one of the worst-case scenarios. But because of our previous timely irrigations and deep root feeding management, the grounds were able to survive the stress." And Redwood Landscaping received the award that year.

Redwood Landscaping has earned a cabinet-full of other awards in the CLCA's North Coast region since 1976 and statewide since 1986. The firm also has supplied three presidents and four officers of the CLCA in the past eight years.

Newman himself has been active in CLCA and other industry associations for 13 to 14 years. "One of my business philosophies is: support the industry, get out and work for it, and you'll learn from it," he says. **LM**
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6/89

**HELP WANTED**

GOLF COURSE SUPERINTENDENTS AND ASSISTANTS: Innisbrook, Florida's premier golf resort, is currently accepting resumes for superintendents, managers and supervisors. We have 63 holes of Florida's finest golf. Excellent benefit program including bonus and clubhouse membership go with these positions. We offer opportunities for advancement to quality oriented individuals with a desire for career advancement. Join our team of professionals. Minimum requirements: degree in golf course management, agronomy or related field, plus 2-3 years experience. Send resume to: R.A. Schust, Personnel Dept., Innisbrook Resort, P.O. Box 40567, Grand Junction, CO 81504.

9/89

LANDSCAPE DESIGNER/SALESPERSON: Progressive 22-year-old landscape nursery operation in Chicago's growing southwestern suburbs (Naperville/Itasca area) seeks experienced individual. For right person, salary $25,000 to $30,000 plus bonus and incentives. We seek a well-organized self-starter with strong communication skills, who is proficient in estimating labor time. Thorough background investigation. Call Michael Anderson (312)747-0901.

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**LAWN IRRIGATION POSITION:** Progressive, well established firm (30 year) serving Macomb and Oakland counties, is seeking an ambitious and experienced crew leader familiar with installation of residential lawn irrigation. This includes the water tap, wiring of valves and clock, and setting the sprinkler heads in proper spacing. Must be able to run a pipe puller and oversee 2 laborers. Up to $30,000 Plus Benefits. Send resume to: Irrigation, P.O. Box 423, Algonac, MI 48001.

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FIELD OPERATIONS MANAGER Established landscape maintenance Co. located in sunny South Florida (Palm Beach County). Year-round position, seeking an experienced individual to assume full responsibility for coordinating and supporting mowing and pruning crews. Duties include: landscape planting, horticultural spraying and insect identification. Past control experience a plus. Must be able to schedule, train and motivate 12 to 15 man crew. Total field responsibility and control. Career minded only. Two year Horticulture degree or 3 to 5 years related experience. Send salary requirements and resume to: Academy Services, Inc., 6916 Pioneer Road, West Palm Beach, Florida 33413.

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**LANDSCAPE MAINTENANCE - AREA MANAGER/SUPERVISOR:** Opportunity for highly skilled individual to join an established, award winning landscape company in the San Francisco Bay Area. Send resume in confidence to: Wayne Richards, 8001 Binford Road, Novato, CA 94948.

6/89

Excellent positions in the irrigation & landscape industry are available now. Call Florapersonnel, the international employee search firm for the ornamental horticulture industry. Completely confidential. Employer pays fee. Florapersonnel, P.O. Box 1732, 1450 S. Woodland Blvd., Suite 201, Deland, FL 32721-1732. (904)738-5151. Jim Bambrick, Jeff Brown, David Shaw, CPC, Bob Zahra, CPC.

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