Mixed-use developments with heavily traveled public spaces would be wise to engage an ASIC Professional Member. They make the critical difference in developing sustainable and innovative water management solutions.

I don't know who else could design an environmentally friendly bio-swales drainage network for a 1,000-car parking lot like the one we designed for the nation's second largest train station.

ANDY SCOTT
Executive Director • Union Station Assistance Corporation
Zorock Decorative Stone is an innovative new product, making residential and commercial properties more vivid everyday. If you are tired of the dull and boring look of natural stone, try new Zorock Decorative Stone.

ZOROCK
1-866-4-ZOROCK
www.getzorock.com
BUSINESS OPPORTUNITIES

Colorado Wholesale Irrigation Supply Co. for Sale

PROFIT $ PROFIT $ PROFIT

The answer is NOT more jobs & more equipment! Profits Unlimited is the real deal. Our manuals & CDs will help you earn more CASH & PROFIT for you, GUARANTEED!

CALL: 800-845-0499
www.profitsareus.com

SIMPLY PUT, OUR NET PROFIT WENT FROM 7.66% TO 33.3% AFTER APPLYING PROFITS UNLIMITED STRATEGIES." MIKE ROGERS, CARE TAKERS GROUND MAINTENANCE

IF YOU DON'T CHANGE ANYTHING TODAY, NOTHING WILL BE ANY DIFFERENT TOMORROW!

PB Consulting
Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a FREE APPRAISAL of your business.

If you are looking to grow or diversify through acquisition, I have companies available in Lawn Care, Grounds Maintenance, Pest Control and Landscape Installation all over the U.S. and Canada. 182 Homestead Avenue, Rehoboth, MA 02769 708-744-6715 • Fax 508-252-4447 E-mail pbcmello@aol.com

Quality Synthetic Grass Surfaces
Building Successful Relationships Since 1998
Call us today 877-881-8477
www.theputtinggreencompany.com www.x-grass.com

Use color to get the attention your ad deserves!

IMAGINE YOUR AD HERE

www.landscapemanagement.net / JANUARY 2007 / LANDSCAPE MANAGEMENT
Join a Winning Team

Eastern Land Management of Stamford, CT is seeking key team players with a desire to learn while earning great wages, incentive compensation, uniforms, training and benefits while on a great career path.

Landscape Maintenance Account Manager:
- 3-5 yr experience including proper landscape maintenance procedures

Turf & Ornamental Team Leader:
- 3-5 years experience that includes identification & control procedures

Irrigation Crew Leader:
- 5 years experience including thorough irrigation installation & service knowledge

(Bilingual & Sports turf experience is plus for all team members)

Fax your resume to 203.316.5434 or e-mail it to bmoorejr@easternland.com visit www.EasternLand.com for more information.
Natural High
Are you enlivened by landscaping? Empowered by excelling? Motivated by managing? Tuned in to teamwork? Turn your energy into a successful long-term career at one of Southern CA’s premier firms and help us reach new heights.
We are looking for the following positions in our Landscape Maintenance, Plant Health Care and Tree Care Departments:
• Branch Managers
• Account Managers
• Sales
Branches in Los Angeles, Riverside, San Diego and Ventura Counties.

BRICKMAN
Enhancing the American Landscape Since 1939
Brickman is looking for leaders who are interested in growing their careers with a growing company.
Nationwide career and internship opportunities available in:
• Landscape Management
• Landscape Construction
• Irrigation
• Accounting
• Business Administration
Start growing your career at: brickmangroup.com

FLORAPERSONNEL, INC.
In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.
Retained basis only. Contact us to discuss your confidential search.
1740 Lake Markham Road
Sanford, FL 32771
407-320-8177 • Fax: 407-320-8083
E-mail: hortsearch@aol.com
www.florapersonnel.com

WEEDS INCORPORATED
Is a 40-year-old company specializing in Industrial Weed Control. We are looking for a
Qualified Regional Manager
In our Bethlehem, PA office. The successful candidate must be self-motivated, organized and have experience in sales and service scheduling. Complete compensation package includes excellent base salary, bonus, medical, 401K, sick and personal time.
Only career minded individuals apply
Email: Weeds@weedsinc.com
Phone: 610-358-9430
Fax: 610-358-9438
www.weedsinc.com

Landscape Division
Manager/Operations Manager
Join the Western States team—one of the most diverse environmental contractors in the West located near the Rocky Mountains, a great place to live and play! WSRI seeks a high level manager to take our landscape construction division to the next level. Proven track record in comparable position.
Details at www.wsreclamation.com
E-mail resume, salary history & project completion history to LChenoweth@wsreclamation.com

GOTHIC LANDSCAPE, INC. / GOTHIC GROUNDS MANAGEMENT, INC.
Since 1984, we have been creating long-term relationships with clients through outstanding personalized service and problem solving. We are one of the largest landscape contractors in the southwestern US operating in the greater Los Angeles, San Diego, Phoenix and Las Vegas markets. The Company specializes in landscape construction and maintenance for residential master-planned community developers, home builders, and industrial commercial developers. We offer an excellent salary, bonus and benefits package. Outstanding career opportunities exist in each of our fast growing branches for:
Account Manager
Estimator
Foreman
Irrigation Technician
Project Manager
Purchasing Agent
Sales Personnel
Spray Technician (QAC, QAL)
Superintendent
Supervisor
For more information, visit www.gothiclandscape.com or email: hr@gothiclandscape.com
Ph: 661-257-1266
Fax: 661-257-7749

Senior Estimator
WSRI seeks a senior estimator to manage the estimating dept. Project bids include landscape, irrigation, site work, land restoration and erosion control projects for a variety of different government and private sector projects. Must have strong math and computer skills.
Details at www.wsreclamation.com
E-mail resume to LChenoweth@wsreclamation.com
Or fax (303) 833-4447.

SERPICO LANDSCAPING, INC.
A successful 17-year-old business in the SF Bay Area has dynamic opportunities for experienced landscape maintenance professionals to join us as:
• Account Managers
• Branch Managers
For Info. Call (510) 293-0341
jobs@serpicolandscaping.com

TruGreen LandCare
Seeking Highly Qualified Landscape Professionals
VA • MD • DC • DE • PA • NJ • NY • CT • MA • NH
We’re Expanding Operations in 2007!
• Regional Manager
• Branch Managers
• Install/Contract Maintenance Mgrs
• Sales Managers & Entry-Level Reps
• Supervisors (Install/Irrigation/Maintenance)
• Manager Trainees
• Landscape Designer/Arch
Excellent compensation, rewarding bonuses & incentives, aggressive commission plan, company vehicle, relocation, promotions across US, complete benefits package & much more!
Email: Ron_Alanders@lawnandcare.com or fax 301-924-7786 EOE

SOFTWARE
MOWERMETER
Designed for the Green Industry
• Scheduling
• Tracking
• Parts Inventory
• Invoicing
• Inventory, Purchasing
• Customer Management
Free Demo 800-635-8485
WWW.MOWERMETER.COM

Wintac
The #1 all-in-one software for lawn care and landscaping contractors
Customer Management
Scheduling, Routing
Job Costing, Estimating
Inventory, Purchasing
Automatic Billing, Invoicing
AR/AP, Payroll, Accounting
Marketing, Mobile Computing
Download a free demo of the software that has been setting the standard for two decades!
www.wintac.net 1-800-724-7899

www.landscapemanagement.net / January 2007 / Landscape Management
ADVERTISER INDEX

ANLA / p47
202/789-2900
www.anla.org

Alocet / p23, 25
Circle # 116, 117
877/529-6659
www.alocet.com

Ameristar / p6
Circle # 106
800/321-8724
www.ameristarfence.com

Arysta Corp / p20-21
Circle # 115
866/761-9397
www.arystafscience.com

BASF Corp / p13
Circle # 112
800/346-8485
www.basf.com

Ball Horticulture / p39
Circle # 123
630/231-3600
www.ballhort.com

Bell Labs / p5
Circle # 114
800/323-6628
www.talprid.com

Bobcat Co / p3
Circle # 104
701/241-8700
www.bobcat.com

CPI / p35
Circle # 121
800/476-9673
www.cpiequipment.com

Case Construction Equip / p33
Circle # 119
262/636-0111
www.casece.com

Chemical Containers Inc / p82
Circle # 151
800/346-8485
www.chemicalcontainer.com

Clip Sensible / p61
Circle # 134
800/635-8485
www.clip.com

Cub Cadet / p53
Circle # 127
www.cubcadet.com

Dimex Corp / p58
Circle # 131
800/334-3776
www.dimexcorp.com

Dixie Chopper / p37
Circle # 122
765/246-7737
www.dixiechopper.com

Dixon Ind Inc / p76
Circle # 142
800/264-6075
www.dixon-ztr.com

Dow Agro / p17, 29, 31
800/255-3726
www.dowagro.com

Drafix Software / p55
Circle # 128
818/842-4955
www.drafix.com

Exaktime / p19
Circle # 118
888/788-8463
www.exaktime.com

Ferris Ind Inc / p65
Circle # 136
800/933-6175
www.ferrisindustries.com

Grasshopper Co / p71
Circle # 138
620/345-8621
www.grasshoppermower.com

Hunter Ind / p34
Circle # 120
760/744-5240
www.hunterindustries.com

Husqvarna / p60
Circle # 133
www.usa.husqvarna.com

Hustler Turf Equip / p9, 81
Circle # 110, 147
760/744-2540
www.hustlerturfquipment.com

John Deere Co / cv4
Circle # 103
309/765-8000
www.deere.com

John Deere Const / p10, 14-15
Circle # 111, 113
800/333-7357
www.deere.com

JRCO Inc / p46
Circle # 145
800/966-8442
www.jrcoinc.com

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.
Russo Lawn & Landscape

Treat your people well, and they'll treat your business well

BY DANIEL G. JACOBS / Managing Editor

Mike Russo is a realist. He realizes that the guy down the street uses the same equipment and cuts the grass the same way.

"No one in the landscape industry is coming up with the next best way to cut grass," says Russo, owner of Russo Lawn & Landscape Inc. "We're not inventing anything different. Sooner or later you realize that whether you're cutting grass, putting down pavers, planting trees, plowing snow, (anything) service related, it's all got to do with people.

Russo's epiphany led his operation to more than triple in size in just five years after more than 10 years of slow growth. When Russo talks about people he refers not only to customers, but also to his employees.

"I defy you to name a business that has grown over the last 10 years that has screwed up dealing with people," he says. "You can grow without focusing on sales with sheer luck, but you can't grow by sheer luck if you screw your people, if you don't know how to manage them, if you don't know how to develop them or if you don't treat them right."

Training builds people, says Russo, who has used several consultants to motivate and train his 40-man workforce. Training covers everything from planting shrubs to policies and procedures, many of which have changed as the company has grown. It's a continuous process. Russo confesses it wasn't always that way. For the first decade of his company's existence Russo was too focused in the business to work on the business. Then he attended an ALCA (now PLANET) meeting.

Networking is huge

"If I'd become involved in ALCA five years earlier, I'd be 10 years ahead of where I am now," he says. "You're in your own little world in day-to-day fires. Then you go to these things and you see stuff.

"If you can capitalize on it, make connections with e-mail or visit other companies or bring in consultants and keep your eyes open (and learn) how can you go wrong? It certainly makes it easier than staying in your little square doing the same old thing day-in and day out."

Like most successful landscape operations, Russo struggles at finding good help.

It gets frantic

"That's a big challenge, but it's a challenge in the bucket of challenges," he says. "The biggest challenge for me, is to continue to struggle - and some days win and some days get my ass kicked - with the role of owning, managing and running a $3.5 million business.

"That's the struggle that I face, trying to stay focused on what I do well and hiring for what I don't do well and then working the plan. There aren't too many owners at this stage, it seems, calm, level-headed, well thought out, soft spoken, relaxed business owners at the growing stages of a business - certainly under $1 million to a couple million.

"Successful owners have identified their own weaknesses and strengths and plan around their strengths. Then they hire stronger people for their weaknesses."

Russo says that's something he's always working on — knowing what he does well and what he doesn't.
The Army Knife of Turf Herbicides

Crabgrass • Yellow Nutsedge • Broadleaf Weeds • Turf Tolerance • Speed

pbi/gordon corporation
An Employee-Owned Company
800-821-7925 • pbigordon.com/q4

Circle 102