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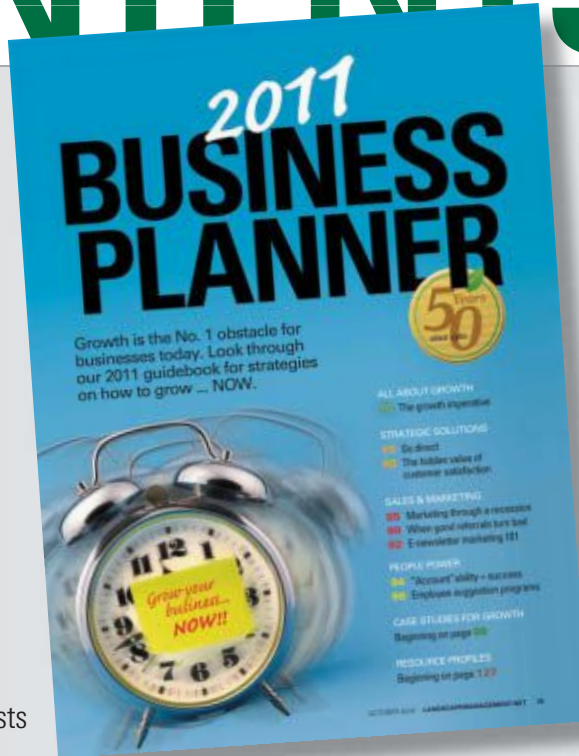
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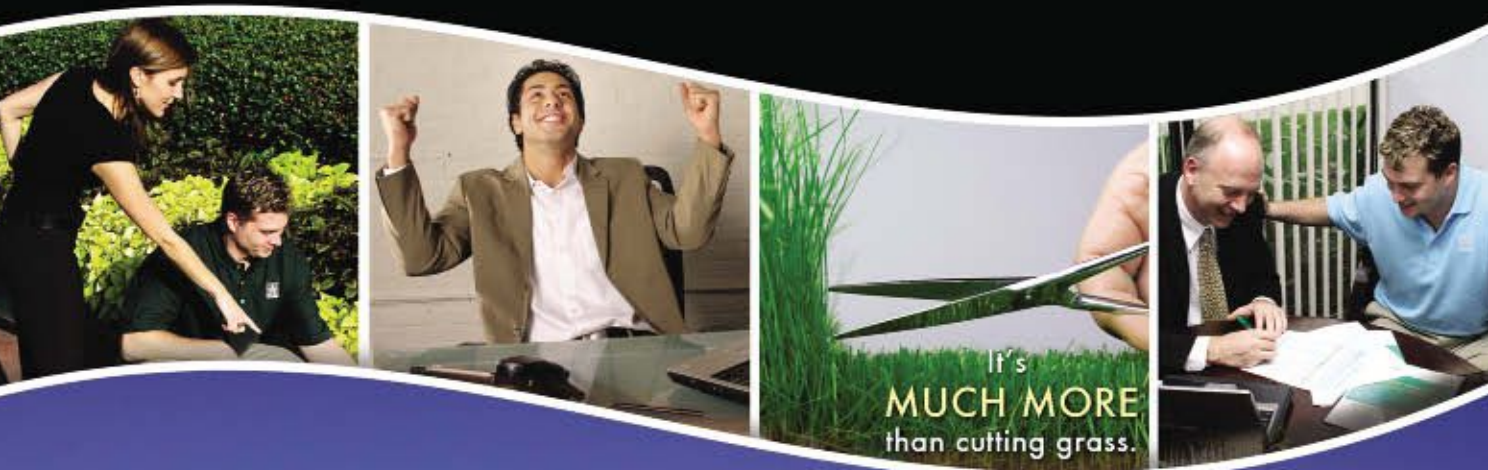
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## SPECIAL REPORT

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## DIGITAL VAULT

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**LMdirect!** Some familiar names are listed among the 175 pilot projects selected to test the Sustainable Sites Initiative national rating system.

**Athletic Turf News** Looking back on the early days of girls' interscholastic sports, few of us realized how significant they would become in our schools and universities.

**LD/B Solutions** A Long Grove, IL, residence becomes a study in white that blends formal garden spaces within a setting of natural conservancy.

**Get Growing** The 2010 American Garden Award, now in its second year, featured four new flower varieties chosen by their breeders for their excellent garden performance.

**I-News** When we want to put a monetary value on water, we generally start with the question: "How much do you pay for water?" We should also ask: "How much do you think fresh, clean potable water should cost?"

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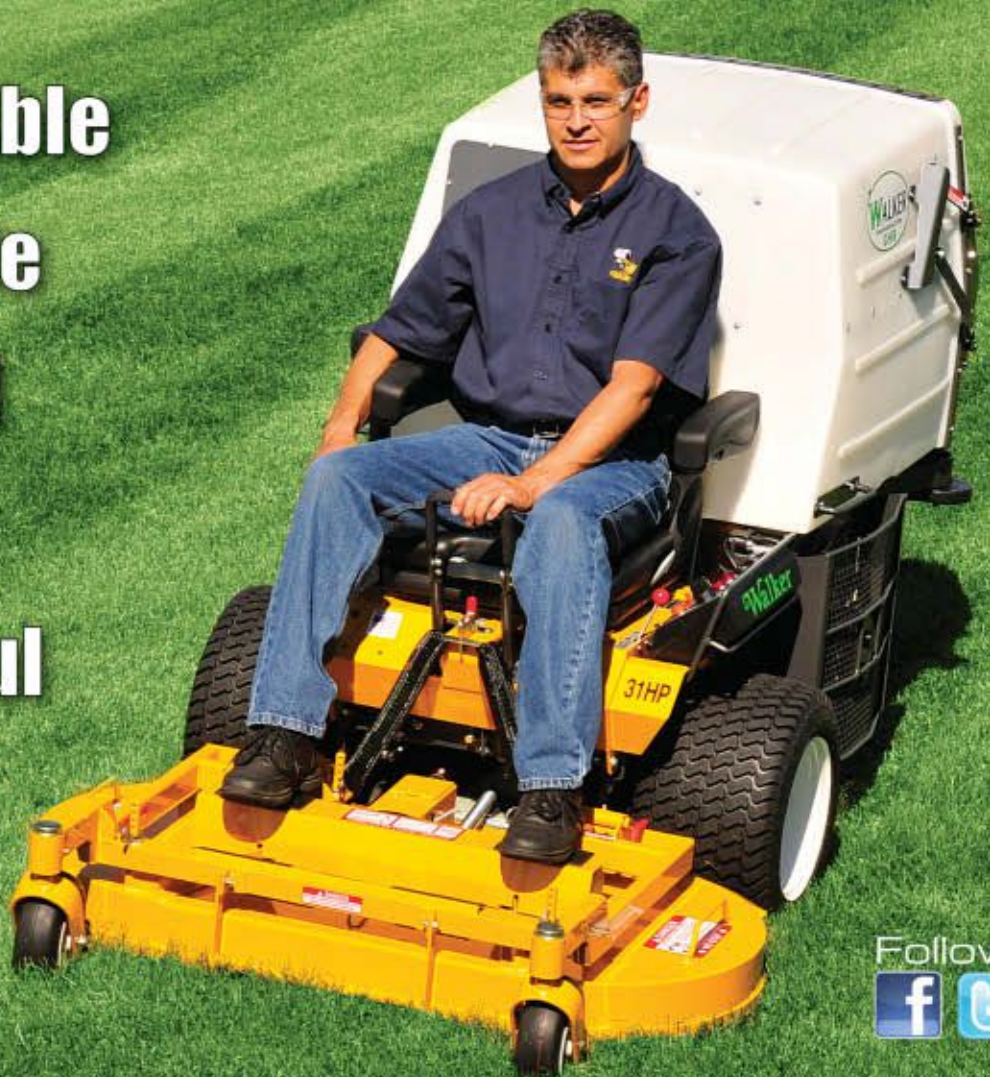
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## FIRSTCUT

NICOLE WISNIEWSKI EDITOR-IN-CHIEF

Contact Nicole at 216/706-3735 or via email at [nwisniewski@questex.com](mailto:nwisniewski@questex.com).

# Now is How

In August, our TV died. Initially, we looked for a replacement. We went to Sears and picked out a new Sony that was on sale. But the store manager gave us a hard time about their sale applying to that particular television, so we walked away.

Instead, we took our itty bitty 19-inch, 20-year-old RCA from the basement and put it in the broken TV's spot. Certainly not high-tech, but sufficient.

"I'm doing it, too," Chris Senske, owner of Senske Lawn & Tree Care in Kennewick, WA, told me. "I have a TV that's ready to be replaced and I'm just plain holding off because I don't want to spend the money right now. I've also put more money in the bank in the last 18 months than ever before in my life."

Call it uncertainty. Call it doubt. Call it a lack of faith. People today — your customers, your employees and even your fellow business owners

— are more hesitant to spend money.

But that doesn't mean they don't have money. In some cases, like with Senske, they do have cash, but they don't want to spend it on a particular item or service.

This puts the emphasis in today's economy on the HOWs. How you tell your story. How you sell. How you emphasize what customers need vs. want. Perceptive need combined with the right value has people spending. But like my experience at Sears, you disappoint a customer over a few dollars, and you've lost the bigger sale.

In our 2011 Business Planner, we bring you 50 ways to grow in honor of *Landscape Management's* 50th year of publishing, which kicks off in 2011. And in the spirit of this new economic environment, we don't just share expert advice on new growth strategies; we show you how 12 contractors achieved growth this year.

Now is the time to grow. How quickly you make a positive impact on your business all depends on HOW you do it. Turn to page 75 to get started.

## Landscape Management

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## Rising to the challenge

Aaron Hobbs, newly appointed president of RISE (Responsible Industry for a Sound Environment), shares specialty chemicals' top opportunities, obstacles.

BY **MARTY WHITFORD** EDITORIAL DIRECTOR

**MW:** How does it feel to be selected to serve as president of RISE — Responsible Industry for a Sound Environment — an organization that protects professionals' access to pesticides, herbicides, fungicides and fertilizers?

**AH:** I'm humbled and honored to take the helm at RISE. I look forward to continuing to serve such an exciting and thought-leading industry, working closely with RISE's board and volunteer leaders to build upon the many successes of this association.

**MW:** How does it feel to try and fill the shoes of Allen James, who retired earlier this month after serving as RISE's first and only helmsman for the past 19 years?

**AH:** I certainly have big shoes to fill. But I'm excited to take the reigns from Allen. I worked closely with Allen the past 18 months, and we have a very strong board and group of volunteer leaders at RISE.

**MW:** James is confident you're up to the task of succeeding him. He said you bring a plethora of experience on regulatory and legislative fronts that he didn't possess when he took RISE's presidency in 1991. When and from where did you receive your undergraduate and graduate degrees, and what were your core studies?

**AH:** Originally from Texas, I earned a master's and a bachelor's of science in agricultural economics from the great Texas A&M University. I complemented these studies with myriad political science and public speaking classes.

**MW:** What positions have you held since earning your master's?

**AH:** I've had the opportunity to work in two of the three branches of the government. I've worked on two presidential campaigns, which gave me a firsthand, on-the-ground understanding of grassroots efforts. During the 2008 presidential campaign, I served as national grassroots coordinator for one of the candidates, as well as spokesperson for constituents. Before that, I ran the state government affairs program for the Congressional Sportsmen's Foundation. That gave me a real appreciation for the similarities and differences in politics in different states and cities.

**MW:** Did working as an economist for the federal government during the George W. Bush administration give you an insider's perspective?

**AH:** Yes. So much of what we do at RISE to support our members and their customers is dealing with the U.S. Environmental Protection Agency (EPA). Just having experience working within another federal agency, the U.S. Department of Agriculture, will be extremely helpful.

**MW:** As RISE's director of legislative affairs and grassroots outreach for the past 18 months, you've seen our industry's strengths and weaknesses. What do you view as RISE's top three opportunities and obstacles?

**AH:** Our top three opportunities are connecting with customers, connect-



ing with policymakers and continuing to work for industry unity. I see our ability to address these three opportunities heightened through RISE's new public relations/public-facing outreach campaign, "Debug the Myths," which educates consumers, policymakers and others within the industry on the many benefits of our products.

I don't think we can talk about obstacles without talking about the economy. The economy continues to be an issue for everyone. We built our industry and its products on science, but science continues to erode and be misused. Another hurdle is ensuring industry unity while municipalities and other policymaking bodies come after our individual segments and chip away at the corners of our industry.

**MW:** What are three musts regarding grassroots outreach?

**AH:** We must "show up" — be there locally, in person, and make return visits. We also must help the public understand how issues affect them and give them resources to effectively speak to their policymakers. Thirdly, we must remember policymakers are human; in fact, often they don't have the depth of knowledge on specialty chemicals that we do. **LM**

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## THE HALLMARK

RON HALL EDITOR-AT-LARGE

Ron has been in the Green Industry for 26 years. Contact him via e-mail at [rhall@questex.com](mailto:rhall@questex.com).

# Becoming ever water-wiser

**L**ike a wizard, I command water to flow — clean, fresh water. When I turn on the faucet handle in my shower, I expect the water to come out; it does. Technology grants me this shaman-like ability, which I've never been without and that I now regard (perhaps like you) as my birthright. It never occurs to me that the faucet will fail me, so accustomed am I to effortlessly accessing clean water that, of course, is irreplaceable for sustaining my envied American lifestyle.

To what do I owe this good fortune, which is not shared by almost three billion of my earthly companions? (An estimated 900 million humans do not have access to safe drinking water, and 2.6 billion do not have access to basic sanitation.) Certainly, little that I have ever done entitles me to this incredible convenience. For reasons beyond my comprehension, I was born into this blessed U.S.A. at a time when clean, fresh and, yes, inexpensive water has always been at my fingertips.

Indeed, our nation's ability to harness water to do its bidding and raise our standard of living has been little short of astounding. Take the engineering and harnessing of the Colorado River, as one example — perhaps its most stark. Disregarding the misappropriations, political wrangling and deleterious environmental consequences of its taming for the moment, who can argue that its water hasn't

made deserts flower into some of most agriculturally productive land on Earth, that it hasn't been the single largest ingredient in allowing the growth of some of the nation's largest and most dynamic cities and — not coincidentally but certainly less recognized — birthed the modern irrigation industry as we know it, a key factor in the growth and continued evolution of our Green Industry?

Author Steven Solomon, in his book *Water, The Epic Struggle for Weather, Power, and Civilization*, claims that the United States rose to its prominence in the world during the 20th Century due, in large part, to its success in using water in four categories efficiently: meeting our domestic needs (drinking, cooking, sanitation), economic production (manufacturing, mining, agriculture), power generation and transport (shipping, defense).

Within the past generation, a fifth category, environmental sustainability, has emerged. It will figure largely in our special Water Wise coverage, which begins on page 17 in this issue. We've arrived at the point in the evolution of our Green Industry, and the understanding of what our efforts can accomplish, that we can make vastly larger positive environmental impacts on the properties entrusted to our care.

As you read our Water Wise coverage, you will gain in this first of three monthly installments a greater understanding of water management and its role in sustaining the urban and suburban properties that are now so much a part of our lifestyles.

Our continuing coverage of irrigation and water issues will continue to focus on water use efficiency and best management practices. We won't focus on restrictions and bans. We'll be sharing examples of what we're doing well, and what we're going to be doing better.

The Green Industry, including our contractor segment, is an industry of positive change. It's in the forefront of a worldwide movement to use resources more wisely to preserve and improve our urban and suburban ecologies.

---

As you read our **Water Wise coverage**, you will gain in this first of three installments a greater understanding of how landscape irrigation fits into the **total water picture** of the urban and suburban properties within our communities.