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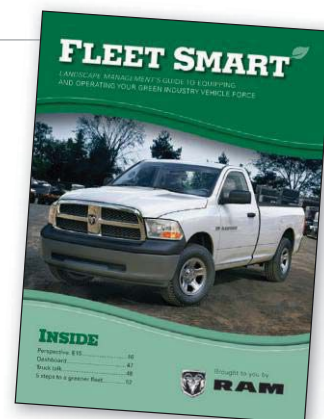
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Illustration: Carrie Parkhill Wallace

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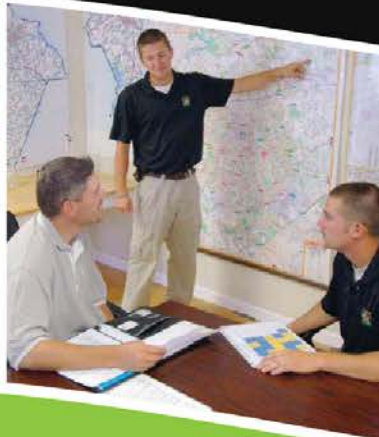
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HEADQUARTERS

1360 EAST 9TH ST, SUITE 1070, CLEVELAND, OH 44114

EDITORIAL STAFF

Editorial Director Marty Whitford 216/706-3766 | mwhitford@northcoastmedia.net

Editor Marisa Palmieri 216/706-3764 | mpalmieri@northcoastmedia.net

Senior Editor Beth Geraci 216/706-3756 | bgeraci@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 | heather@goochandgooch.com, jamie@goochandgooch.com

Art Director Carrie Parkhill Wallace 216/706-3780 | cwallace@northcoastmedia.net

ADVERTISING STAFF

Publisher Jason DeSarle
216/706-3758 Fax: 216/706-3712 | jdesarle@northcoastmedia.net

North American Sales Manager Craig MacGregor
216/706-3787 Fax: 216/706-3712 | cmacgregor@northcoastmedia.net

National Accounts Manager Ric Abernethy
216/706-3723 Fax: 216/706-3712 | rabernethy@northcoastmedia.net

Account Executive Classifieds Kelli Velasquez
216/706-3767 Fax: 216/706-3712 | kvelasquez@northcoastmedia.net

BUSINESS STAFF

Vice President, Sales Patrick Roberts
216/706-3736 Fax: 216/706-3712 | proberts@northcoastmedia.net

Administrative Coordinator Petra Turko 216/706-3768 | pturko@northcoastmedia.net

Marketing Manager Ryan Bockmuller
216/706-3772 Fax: 216/706-3712 | rbockmuller@northcoastmedia.net

Manager, Production Services Debbie Parker
216/978-9622 | dparker@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins
216/706-3750 | asanchez-perkins@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick Iademarco 877/652-5295 | niademarco@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins
216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942
For current single copy, back issues, or CD-ROM



CORPORATE OFFICERS

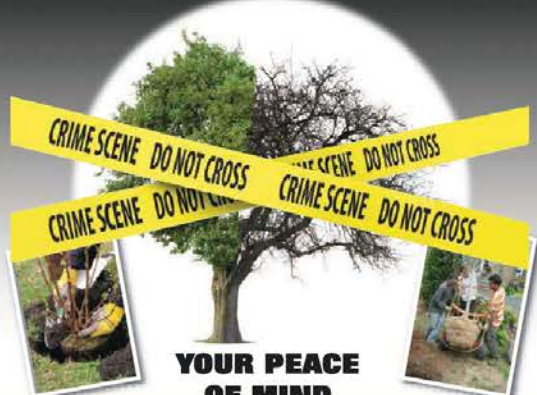
President & CEO Kevin Stoltman
216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin
216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer
216/706-3737 | pseltzer@northcoastmedia.net

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EDITOR'S NOTE

MARISA PALMIERI EDITOR

Contact Marisa at 216/706-3764 or via email at mpalmieri@northcoastmedia.net.

Proud to look back

As I researched *Landscape Management's* and the Green Industry's joint histories for our 50th anniversary issue, an unassuming, folded-in-half piece of paper floated out of an old bound volume of back issues of the magazine.

Hurried and on deadline, I almost stuffed it back in without looking at it, thinking it was nothing but someone else's research notes from long ago. Instead, I opened it.

"*Landscape Management Management History*" the document's title read. As I scanned the list of editors and publishers from *LM's* past, some of the names jumped out at me.

▶ **James Nelson.** The son of a pesticide manufacturer, Nelson became editor of our sister magazine *Pest Control* (now *Pest Management Professional*) in 1948. He launched *LM's* predecessor *Weeds and Turf* in July 1962, serving as publisher until 1967. (For more on our evolution, see page 30.) *PMP* is inducting Nelson into its Hall of Fame this year, largely due to his role in launching industry bible "Truman's Scientific Guide to Pest Management Operations" and a related Purdue University correspondence course.

▶ **Bob Earley.** Having served *LM* in various capacities in the 1970s, 1980s and 1990s, Earley was present in June 1979 when 23 lawn care professionals gathered at the Cincinnati-South Holiday Inn to discuss forming a national association. From that meeting, the Professional Lawn Care Applicators of America (PLCAA, now part of the Professional Landcare Network or PLANET) was born.

▶ **Jerry Roche.** Chief editor of *LM* from 1985 until 1995, Roche is one of the five founders of the Turf & Ornamental Communicators Association (see page 23 for details about TOCA).

▶ **Ron Hall and Sue (Gibson) Porter.** Hall reported for *LM* and its former sister tabloid *Lawn Care Industry* for more than two decades, serving as *LM's* editor-in-chief from 2002 to 2008. He and Porter ushered *LM* through a transition in 1999 from a general turf book covering golf and sports

turf to one focused solely on serving the needs of landscape and lawn care businesses.

It's powerful to see the names of the people who've done the work you do many years before you began to do it. I take pride in adding my name and that of our new ownership, North Coast Media, to *LM's* management history list.

The more things change

Much like your businesses, our job—business-to-business publishing—has changed a lot since 1962, the year Nelson realized there was an opportunity to publish specialized information for those in the new field of applying pesticides to outdoor environments. But, also like you, the reason we do our job hasn't changed one bit.

I'm sure the men and women whose bylines have appeared in *LM* before mine would agree that the most gratifying thing about being a trade magazine editor is hearing that something you reported on improved a reader's business or life.

I recently received an email from a longtime reader who said just that. Even though *LM* first made a difference to him long before I was around, I appreciated and was encouraged by his note just the same.

Arthur Hathcock, landscape agronomist and former owner of Metroscope, a Washington, D.C., area environmental services and landscape firm, wrote to tell me that in 1976 he was given the Manager of the Year Award by our predecessor, *Weeds, Trees & Turf*.

"The award was two-fold," Hathcock says. "1). I got my photo in the magazine and a minor write-up, and 2). I was given an inscribed pewter desk paperweight with all the pertinent information. I still have the paperweight.

"I thank you for maintaining the integrity of the magazine, its spirit and its relevance. Please keep up the good work, and realize you are accomplishing more than you probably realize for the future of young and impressionable land care professionals."

Thank *you*, Arthur, and all of our readers, for giving us a reason to do what we do.

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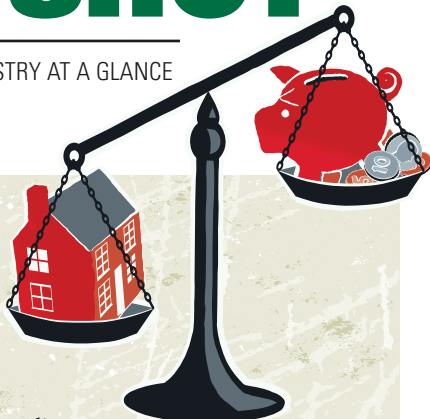
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THE GREEN INDUSTRY AT A GLANCE



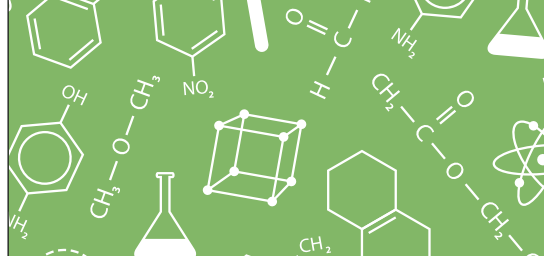
HOUSEHOLD INCOME DOWN

Household income is down sharply since the recession ended three years ago, the *Washington Post* reports.

From June 2009 to June 2012, inflation-adjusted median household income fell 4.8 percent, to \$50,964, according to a report by Sentier Research.

Incomes have dropped more since the beginning of the recovery than they did during the recession itself, when they declined 2.6 percent, according to the report, which analyzed data from the Census Bureau's Current Population Survey. The recession, the most severe since the Great Depression, lasted from December 2007 to June 2009.

Overall, median income is 7.2 percent below its December 2007 level and 8.1 percent below where it stood in January 2000, when it was \$55,470.



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Mike Kellum is the Market Specialist for FMC Professional Solutions in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee.

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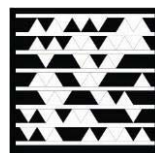


Green Industry consultant Jeff Korhan shares seven steps to get the most out of your LinkedIn profile. goo.gl/zGhSo

STAFF UP AT SMALL BUSINESSES

Small businesses with fewer than 20 employees created 30,000 new jobs in August but overall saw revenue declines, according to Intuit. The data are based on approximately 83,500 small business customers of Intuit Online Payroll and anonymous aggregated data from QuickBooks Online.

Small business revenues are gradually recovering from recessionary depths but are just now reaching levels seen before the recession began in 2007, according to the Intuit Small Business Revenue Index.



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NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

Syngenta acquires DuPont insecticide business

Syngenta has agreed to acquire the DuPont Professional Products' insecticide business for \$125 million.

Syngenta will receive the rights to Advion, Acelepryn, Altriset, Calteryx, Provaunt and Arilon branded products and end-use registrations, and a license under DuPont's patents and know-how for indoxacarb, chlorantraniliprole and cyantraniliprole related to their uses in the professional solutions market. DuPont will continue to manufacture indoxacarb, chlorantraniliprole, cyantraniliprole, as well as products containing these active ingredients, such as Coragen and Prevathon, in other markets.

"This acquisition will contribute to our objective of increasing profitability in the lawn and garden business through a focus on integrated solutions for our customers based on high value chemistry and genetics," said Robert Berendes,



Syngenta head of business development. "The products we are acquiring have an excellent environmental profile while providing superior control of insects in a wide variety of applications."

At press time, it's unknown how

many of DuPont Professional Products' more than 30 employees will join Syngenta. DuPont will continue to handle any issues stemming from the recall of its Imprelis herbicide.

The transaction is expected to close in the fourth quarter of 2012.

"Innovations from our research and development pipeline are driving our Crop Protection business to an exciting, new position in agriculture," said Rik Miller, president of DuPont Crop Protection. "Strategic divestitures like this one give us more resources to focus on what DuPont does best—delivering science-based solutions that help our customers feed a growing population."

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