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Photo by Sam Doak

OUR MISSION: Landscape Management — the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.
ONLINE NOW

LANDSCAPEMANAGEMENT.NET

FROM THE LM BLOG

FD2B Talk Radio Insight of the Night
As part of a new partnership between Landscape Management and FD2B Talk Radio, we post a tip from the show each week. To listen to the show, tune in to FD2B Talk Radio at FromDesign2Build.com. Here are a few recent insights from the show’s guests.

When adversity does hit you, in business or in life, you need to remember that there’s always a way to overcome it, there’s always someone who’s had the same experience and pushed through it and there are always people willing to help you, if you just ask.

If you’re providing original content online that solves problems and is entertaining, then search engines like Google are going to quickly find you and significantly raise your rankings.

The easiest and best way to develop relationships with community and industry influencers is by getting involved. Volunteering for a worthwhile project is a great way to do something positive and get your name and your company’s name out there. Not only will you get noticed, you’ll get noticed by the right people. The decision makers. Participating and getting involved in landscape associations does the same thing.
—Joe Salemi, DynaSCAPE, Ontario

WEB EXTRAS

Visit LandscapeManagement.net

- Download the Green Industry chart of accounts, referenced in Bruce Wilson’s Best Practices column (page 16).
- Read more from Jeff Korhan’s new book, Built-In Social: Essential Social Marketing Practices for Every Small Business, due out this month.

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@LandscapeMgmt: Considering used equipment? Call the mfgr before you buy. Check out this cautionary tale from @JasonCupp. http://t.co/2xfmnn3rj18
@jasoncupp: @LandscapeMgmt thank you for the mention—this story horrifies me, so thanks for spreading the word
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SAVE UP TO $600 A YEAR ON FUEL.*
CELEBRATE AT WILL!

*KOHLER ENGINES compared to a comparable KOHLER carbureted engine under comparable loads and duty cycles. Based on 600 hours of annual operation at $3.50/gallon.
Art of simplicity

With a husband who’s an Army sergeant, I’ve grown accustomed to military slang and acronym-speak. In our house we eat chow (food). We spell things in the phonetic alphabet (Alpha, Bravo, Charlie…). We inquire about ETAs (estimated times of arrival), we rack out (go to sleep) and things don’t get misplaced—they’re MIA (missing in action).

Turns out, many military terms have infiltrated the business world. Have you been to a conference or meeting where subject-matter experts (SMEs) will be presenting? Or have you been asked about the SOP (standard operating procedure) for completing a task? Or maybe you’ve taken on a project that’s met a few SNAFUs? (Sorry, we can’t print that one in a family magazine). There are likely more than you realize.

As we were putting together the editorial content for this issue of Landscape Management, one military-turned-business acronym kept coming to mind: KISS. That’s right: good old, “Keep it simple, stupid,” compliments of the Navy’s Project KISS, dating back to 1960.

“KISS” is what many of the sources throughout this issue of LM seem to be telling us. As Senior Editor Beth Geraci points out in her column (page 12), a KISS mindset is what led Craig Ruppert, CEO and founder of Ruppert Landscape, Latonsville, Md., down the entrepre-

neurial path. “I had a lawn mower and figured if I worked hard I could succeed,” he told her for the cover story, starting on page 50.

Kelly Banfield, president and CEO of Banfield’s Lawn Care & Landscaping, is in the midst of establishing his second successful Green Industry company. He grew and sold his first one in Youngstown, Ohio, over a few decades before moving to Florida to try his hand in the panhandle. He told me, for the Lawn Care Market Report, “To me, it seems pretty easy. If you say you’re going to do something and follow through, I’ve never had a problem being in business. If you have a good product and stand behind it, wherever you’re at, you’ll be successful.” (See page 58.)

Both men make running successful businesses sound like a breeze, and of course that’s not the case. Hard work and follow-through aren’t easy. Neither is any of the (very good) advice laid out in Bruce Wilson’s column this month (page 16). But all of these concepts are simple.

Think about it: In business and in life, is there any advice more practical than KISS? Maybe the Navy had it right. Or maybe they knew when you complicate things, you run the risk of the situation becoming FUBAR. (Sorry, you’ll have to Google it. Or, watch Saving Private Ryan.)
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Let’s start building that partnership today. Visit your John Deere dealer for details.
IN DECEMBER, Harris Interactive conducted an online survey on behalf of the Professional Landcare Network (PLANET) to discern homeowners’ landscape priorities. The study was conducted among more than 2,800 U.S. adults. To learn how some of the study’s results can be used by landscape professionals to improve their messaging, we tapped three Green Industry marketing pros to give us their take. Here’s how they broke it down.

—MARISA PALMIERI

**Most common sources for finding a landscape company**

(among U.S. adults who have a yard/landscape; respondents could select all that applied)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference/referral</td>
<td>53%</td>
</tr>
<tr>
<td>Online search/website</td>
<td>27%</td>
</tr>
<tr>
<td>Phone book</td>
<td>19%</td>
</tr>
<tr>
<td>Online reviews</td>
<td>17%</td>
</tr>
<tr>
<td>Advertising (non-phone book)</td>
<td>14%</td>
</tr>
<tr>
<td>Not sure</td>
<td>14%</td>
</tr>
<tr>
<td>Read an article about company</td>
<td>8%</td>
</tr>
<tr>
<td>Company contacts me</td>
<td>7%</td>
</tr>
<tr>
<td>National/state landscape association</td>
<td>4%</td>
</tr>
</tbody>
</table>

continued on page 10
You might not hit your target on the first shot.

But you can target weeds and take them out the first time.

You always aim for optimal weed control. Now you can hit the bullseye with FreeHand® 1.75G herbicide. Using two highly effective active ingredients and two unique modes of action, FreeHand 1.75G herbicide enables you to control a wide range of grasses, broadleaf weeds, and sedges with one application. FreeHand 1.75G herbicide is perfect for all planting beds and warm-season turf and is an effective resistance management tool. Don’t miss the mark and lose money on re-treats. Hit your target the first time with FreeHand 1.75G herbicide.

betterturf.basf.us
CONTROLLING THE TOUGHEST WEEDS REQUIRES A POWERFUL PUNCH!

Particularly stubborn weeds – such as wild violet, ground ivy, black medic, clover and other species found in cool-season turfgrasses – call for tough weed control products. That is the constant challenge of herbicide producers, who are leveraging the latest field research and chemistry to develop formulations that pack a punch against these particularly hard-to-control weeds.

A formulation with active ingredients including sulfentrazone, a phenoxy and triclopyr creates a potent, fast-acting solution for tough weeds, says Jim Goodrich, product specialist for Kansas City, Mo.-based PBI-Gordon Corp. Sulfentrazone is a proton inhibitor, which works by preventing a key enzyme required for chlorophyll production, and it provides enhanced speed as well as yellow nutsedge suppression. Triclopyr provides an extra kick for controlling problem weeds such as wild violets.

One product that includes this formulation and provides a precision performance tool for turf managers is T-Zone™ Broadleaf Herbicide for Tough Weeds. Even hard-to-control weeds show visible injury within a few hours, and weed death can occur within 10-14 days.

The low-odor, oil-based formula opens up more application opportunities than most herbicides. Improved cool-weather activity allows for a wider span of applications in the growing season. And because T-Zone is rainfast in just three hours, weather interference is less of a concern.

As shown in this before and after treatment photo, wild violet was eliminated from the treated area after 14 days.

T-Zone™ is a trademark of PBI-Gordon Corp. Always read and follow label directions. 2/13 02443

WHAT THEY THINK OF YOU

6 most important attributes for a landscape company
(among U.S. adults who have a yard/landscape; respondents could select up to three)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>69%</td>
</tr>
<tr>
<td>Quality of work</td>
<td>68%</td>
</tr>
<tr>
<td>Customer service</td>
<td>35%</td>
</tr>
<tr>
<td>References/recommendations</td>
<td>33%</td>
</tr>
<tr>
<td>Professionally licensed/certified</td>
<td>26%</td>
</tr>
<tr>
<td>Types of service offered</td>
<td>19%</td>
</tr>
</tbody>
</table>

Top 7 frustrations with landscape company/professional
(among U.S. adults who have a yard/landscape and have dealt with a landscape company/professional; respondents could select up to three)

<table>
<thead>
<tr>
<th>Frustration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too expensive</td>
<td>52%</td>
</tr>
<tr>
<td>Poor quality of service</td>
<td>48%</td>
</tr>
<tr>
<td>Don’t speak English</td>
<td>29%</td>
</tr>
<tr>
<td>Lack of communications</td>
<td>26%</td>
</tr>
<tr>
<td>Lack of expertise</td>
<td>26%</td>
</tr>
<tr>
<td>Finished product/design didn’t meet needs</td>
<td>25%</td>
</tr>
<tr>
<td>Not sure who’s in charge</td>
<td>9%</td>
</tr>
</tbody>
</table>