

## The High Road to Profits

It's possible that vegetation maintenance and control contractors will hit the high road to profits in the managed economy which lies ahead of us. No less a person than the *New York Times* columnist James Reston indirectly pointed this out in one of his recent columns.

Reston was discussing the persistent millstone of unemployment which thrives even in our nation's unparalleled prosperity. Reston feels that even though we apparently have learned to regulate the economy sufficiently to preclude inordinate highs and lows, the problem of unemployment will remain with us. Among the possible solutions the *Times* writer proposed, was greater expansion of service industries into the burgeoning areas of affluence which exist now, and which will doubtless grow. He even singled out "garden services" as one of these industries.

While his concept of "professional gardening" for well-heeled suburbanites was mentioned only in passing and was not elaborated on, it suggests a good potential for aggressive managers who wonder where they will be tomorrow.

No business will progress long, as will no nation, without a master plan which considers the general direction of the economy at large. And all indications are that the future will continue to bring us an increase of homeowners who (1) don't want to be bothered working around their

home grounds when the time can be spent making more money, or enjoying recreational pursuits with money already made; and (2) have the means to pay a service firm to handle, with skilled dexterity and responsible performance, the multitude of jobs which are necessary to achieve an attractive and healthy environment.

Opportunities, then, for turf maintenance enterprises, for tree companies, or for contractors who offer a complete line of these activities, will abound. To make the most of them, however, requires first an awareness that the potential does indeed exist, and second the fortitude to go out and educate these customers-to-be that they can afford, and should afford, to pay a professional to look after their lawns, shrubs, and trees.

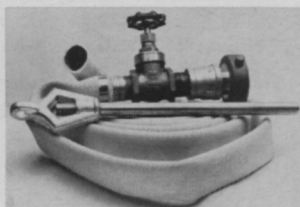
Living in a society which is as complex in every way as ours, is itself not easy. Running a profitable business is even harder. But those who adjust to the new way of American life, especially service-oriented companies which thrive on the consumer's well-being, will grow in the next decade as they have never grown before!

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.

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