

Editorial

This Green Industry we serve has come of age. It is truly viable and recognized as such. Both commercial businesses and consumers recognize that professional service is available and while there are still many do-it-yourselfers, more and more segments of industry and consumers think custom service when they have problems.

Probably the greatest strides have been made among homeowners. Lawn service vehicles are commonplace in most communities. Tree care professionals have long enjoyed acceptance and recognition, but this is new for the custom lawn care professional. In the industrial sector, the labor organizations have been somewhat responsible for the turn to custom factory lawn care. Businesses often find the commercial operator does a better job for them at less money than if they maintained their own company union crews and equipped them properly.

Further gains can easily be made by cashing in on this accrued recognition value. Offering efficient and competent service alone does not always guarantee a thriving business. Many custom operators enjoy more business than they can handle, but this is not true of the majority nor is it likely to continue as this type business

gains stature and more enter the field.

Thus the operator who advertises, promotes, and develops a public relations program will best be able to cash in on this market and build a stable and profitable business. No longer is the yellow page listing sufficient, though it is certainly a must in any program.

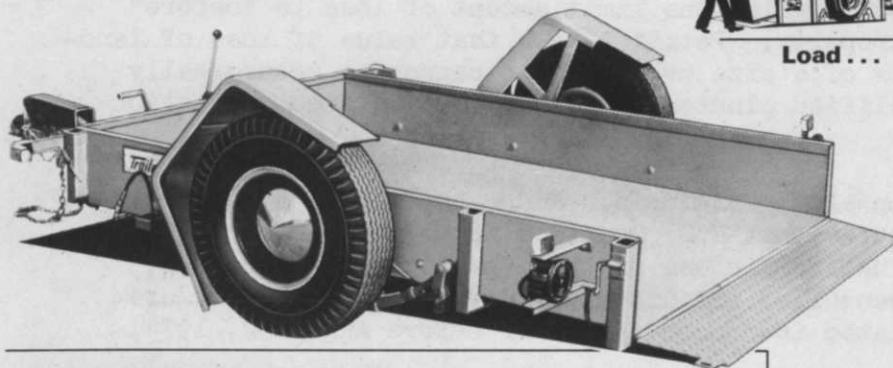
The time has come when direct mail to key prospects, advertising in local newspapers, and perhaps some TV and radio spots can pay dividends. Besides advertising, many opportunities exist, most of which call for more time than money.

Appearances on local radio and TV shows, and on civic programs builds image and gains business. Equally important is an acquaintance with the local garden editor, or at least with the newsperson who handles the green industry news. This editor can be alerted as to timing for the various practices which make up the business and at the time appraised of the need for professional consultation in critical areas where only the commercial operator should attempt the job.

As an industry, we know these ideas are not new. But we also know that many in our industry are not capitalizing on these money making areas of their business.

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