



WT&T

OUTLOOK

By Bruce F. Shank, Executive Editor

Who really wants or needs management information?

The popularity of management consultants to the landscape industry seems to say many of you want and need management information. The age of computers, volatile interest rates, and government regulations for small business make a basic level of understanding necessary.

Business magazines and general business courses are helpful, but when you have a question about a specific problem to the landscape business, where do you look for an answer? Associations, specialized consultants, your accountant or banker? Probably all of these. So you have four opinions for one problem.

Weeds Trees & Turf and the Associated Landscape Contractors of America have hopefully solved a problem with a book and an educational seminar. More than a dozen successful landscape contractors and consultants are now writing chapters for the book. They will describe their experiences in solving landscape business problems using actual cases and specifications.

ALCA has organized a management seminar for the Dallas area in November. The topics and roundtable discussions will be based upon problems ALCA membership has experienced.

As you can see, the purpose is to provide you with information which is directly applicable to your business. General information you have, specific information you need.

The landscape and golf industries have always had a thirst for technical information about turf and tree care. Our dilemma at WT&T has been how to add business information to technical information.

ALCA has recognized a special group of owners and managers who are looking for business assistance or standards. The current thought is this group needs helpful material written just for it, not bits and pieces mixed with technical material.

Weeds Trees & Turf will continue to provide technical and some business material for your use. The book will confront business topics specifically, with consideration of the technical limitations or requirements out in the field.

Not everyone wants or needs management information. But those who do are growing in number and it's time to meet their needs. Drop me a note if you are looking for more business information. Perhaps you have a problem the book should cover. We've tried to include them all, but the idea is to meet as many of your needs as possible in one book.

My address is *Weeds Trees & Turf*, 757 Third Ave., New York, NY 10017. If you want more business information, we'll get it for you.

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