

## OUTLOOK

By Bruce F. Shank, Executive Editor

## New meaning to silent H

Much of the material in *Weeds Trees & Turf* is staff written. Much of it is written by William and Mary graduate Maureen Hrehocik who joined the magazine when it moved back to Cleveland in November. She has to spell her name every time she speaks to someone on the phone. A typical conversation may go like this . . .

"Hello, Mr. Anderson, this is Maureen Hrehocik from Weeds Trees & Turf magazine. I'd like to ask you a few questions about your weed control program . . . That's Maureen H-R-E-H-O-C-I-K, from WEEDS TREES AND TURF. Just pronounce it as if there were no H in front. Oh, no, not Weeds Turf and Trees, Weeds Trees and Turf. Now, can we talk about your weed control program?"

Maureen has struggled through all the preliminaries to write some excellent articles in the past eight issues. So, when she calls you, remember the H is silent and she works for Weeds Trees & Turf. She'll thank you for it.

While we're at it, my name is spelled S-H-A-N-K. Just like it sounds.

## Filling the mid-management void

Traveling can be one of the best educations in the world. Being new to the Green Industry, I welcome the opportunity of gaining information any way I can.

Recently, I spent a few fruitful hours with seven members of the Professional Grounds Management Society in Baltimore. (It's surprising what can transpire over a platterful of steamed crabs . . .) We talked about a variety of subjects, but one theme that just seemed to keep resurfacing was the apparent surplus of labor and upper management positions in landscape management. The void seems to be at the supervisory and mid-management level. Ken Deis of Lasting Impressions Landscape Contractors in Glendale, MD, particularly felt the effect of this problem.

During another interview in November, Carl McCord of Landscape Design and Construction in Dallas, voiced the same concern. Industry employers also seem to be in agreement on another point. They are improving the caliber of worker instead of merely swelling the ranks of those they have working for them.

In this economy, when the buck must stretch to the limit, managers are finding bigger is not always better. In the long run, the better-qualified person, who will obviously command a higher salary at the outset, pays off in the long run. **Maureen Hrehocik**

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