

Dressing for failure

The scene is a major turf convention. The speaker asks a crowd of 70 or 80 landscapers how many issue uniforms to crew members. About 40 raise their hands.

If you think the above scenario is an accurate portrayal of the green industry's professionalism, you've got rocks in your head. Want to know how many landscape contractors actually raised their hands? Seven...maybe eight.

Keep in mind that this is a major turf convention. About 30 percent of the attendees were from out-of-state, an indication that they ran a business profitable enough to send somebody to a convention of this magnitude. We're talking about moderately successful business people here. Yet most didn't supply uniforms.

This bowls me over. If I were in a position to hire a landscape management company to handle my residential or corporate lawn, the last thing I'd want on that lawn would be somebody riding around on a lawn mower in a T-shirt and cut-offs. And you'd better believe that I'd never allow somebody like that around my house while I'm away during the day.

Okay, so you've got a nice profitable company, even though you could care less about uniforms. But have you ever considered how much more money you could be making if your employees radiated that confident, professional look uniforms provide?

If you haven't checked out the article in this month's issue about Torre & Bruglio Landscaping, you should. Here are two guys who do it right. They're two guys who are also reaping the rewards of "doing it right." If you don't dress your employees properly, you might take a hint from this multi-million-dollar company.



Jerry Roche

Jerry Roche, editor

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