NOVEMBER 1988, VOLUME 27, NUMBER 11





On the cover: Good lawn care companies, like Pro Grass, know how to treat customers. Photo by Larry Kassell

COVER STORY: 28 THE CUSTOMER AS KING

by Will Perry, managing editor. Today's saturated lawn care market demands that LCOs work harder to keep their customers happy.



COMPACT TRACTORS

by Jeff Moehle. The versatility and flexibility of compact tractors make them ideal for budget-minded landscape managers.

NAILING THE CULPRIT by Jay Holtzman, contributing editor. With an efficient equipment tracking system, those lost and broken hand tools swiftly become a thing of the past.



CLEARING PROFITS WITH THE SNOW

by Jerry Roche, editor. The work is difficult and the hours long, but landscapers are making the necessary efforts-and money-from snow removal.



LANDSCAPE MANAGER OF THE YEAR

In getting the most out of his personnel and equipment, Roy Peterman made the Brigham Young University campus a model of good management.



'LOVE THAT DIRTY WATER...'

by Jeff Sobul. Improvements in treatment have made reclaimed wastewater a viable source of irrigation water, and a way to conserve valuable freshwater supplies.



THE COST OF LAYOFFS

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by Rudd McGary and Ed Wandtke. To layoff or not to layoff? With the winter season coming up, it could increase your cash flow to lay off some employees until spring. But, in the long run, you may lose some customers next year.

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