



Are you on the grow?

Last month, we featured an article about the 50 largest landscape contractors in the country. Since our magazine reaches more than 12,000 landscape contractors, we'd bet that your company was not on the list.

Which means you're in a perfect mode to grow and be added to the list next year. But, according to the Associated Landscape Contractors of America (ALCA), most mid-sized landscapers have been historically bad at choosing management teams. When it comes to building production teams, it says, landscapers have done a reasonably good job. Why? Because most landscape contractors have been schooled in the horticultural sciences and not the business sciences. So when it comes to growing, the first place to grow is by choosing and organizing a top-flight management crew.

ALCA has just issued a new booklet titled "Crystal Ball Report VIII: Building a Management Team." And if your business bills between \$500,000 and \$2 million a year and you want it to grow, this booklet is an absolute must.

The booklet is divided into four major sections, the most informative being "Building the Management Teams." One of its subsections is called "Potential Pitfalls."

Some of the material covered in the brochure is covered on a monthly basis by our "Business Management" columnists Rudd McGary and Ed Wandtke. But the bulk of it comes from the observations of successful businessmen like committee chairman Tom Lied, who has one of the biggest operations in Wisconsin.

I can't plug the value of this booklet enough. It can be ordered through ALCA, 405 North Washington St., Falls Church, VA, 22046. The phone number is (703) 241-4004. If you're planning on growing, this \$3 booklet is a steal.

Incidentally, one successful landscaper in Texas has some interesting tips for choosing business managers. Look for a profile of Charlie Racusin's Environmental Landscape Services Inc. in this month's issue.

Until then, have a good spring...

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