



On keeping your business up to date

Once upon a time, it was good enough to keep up with the Joneses. As long as one yard looked as good as the next, the owners were pleased.

But that's not the case in this competitive world today. Homeowners now want more.

The same holds true with your lawn or landscape business, with your campus or athletic field. And, beginning with this issue, *LANDSCAPE MANAGEMENT* hopes to provide you with information designed to keep you ahead of your competitors, no matter who they are.

By now, you've seen the "Toward 2000" banner on our cover. Get used to it; it'll be there quite a few times in the coming years. Its purpose is to alert you to an article that could provide you with the competitive edge to prosper in this dynamic industry.

As we head into the 1990s, new chemicals, innovative equipment and unheard-of business techniques will take the forefront—and readers of *LANDSCAPE MANAGEMENT* will be the first to hear about them, on our pages.

Over the years, LM's reputation as being first with the news-that-counts has grown among readers. According to readership studies, when you want to know what's going on in the green industry, you come to us. With this new series—the first and only one of its kind among industry trade publications—we are hoping you continue to "open us first."

We're starting the "Toward 2000" series off with a bang. In this issue, you can read about the impending personnel crunch facing the landscape and other labor-intensive industries in the next few years.

We'll attack other current topics in the months ahead, ranging from water conservation techniques to the threat of government legislation. Along with alerting you to problems your business might encounter, we hope to offer possible solutions. In short, we'll continue doing what we've done best in the past.

Staff members—managing editor Will Perry, associate editor Terry McIver and myself—begin this project with unbridled enthusiasm. We hope you enjoy reading LM in the coming months as much as we look forward to writing it. And we also hope that, when called upon by us, you can help find solutions to the problems that the industry will face in the coming decade, and on... Toward 2000.

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