



A holiday word to the apocalyptics

'Tis the season to be jolly, so news this month from this corner might help brighten your holiday season.

Would you believe it if I told you that the landscape/golf industry is still alive and well, and not experiencing the wholesale "recession" predicted by the many apocalyptics—many of whom consider themselves to be economic whizzes?

Sure, there has been a minimal downturn in business. Very minimal. And yes, there are more business concerns bugging landscapers and golf course superintendents (see this month's "State of the Industry" report). But friends, by and large the green industry is effectively coping with the most recent roadblocks—including those imposed by certain Middle Eastern oil-producing countries.

It is a curious thing about this country's economy that when the apocalyptics speak, their vast minions from coast to coast—many of them leaders of *Fortune* 500 companies—listen. Thus, when political problems arose earlier this year in the Mideast, the oil companies immediately jacked up their pump prices by 30 to 40 percent. Which led to increased predictions of a crumbling economy by the surly apocalyptics. And we have the beginnings of the self-fulfilling prophecy.

Not surprisingly, then, it is a real delight to talk to the movers and shakers in the green industry and hear that their businesses remained healthy through this most recent economic escapade.

"Business in 1990 has been more a function of weather and not the recession here," notes Gary Thornton of Thornton Landscaping, Maineville, Ohio.

"All the other media are making it look bad," says Terry Stout of R.B. Stout, Akron, Ohio. "We see no effect, no problems, here."

"The last four to five years have been a record-breaker, says Arnie Sieg of the Bruce Co., Racine, Wisc. "And nobody is ready yet to say it won't be great again next year. Sure, we're going to keep alert to trends, but we're certainly not panicking."

Some parts of the country, most notably the Northeast, are experiencing a noticeable decrease in business because of the economy. But the big factor affecting green industry profits—as it always has been and always will be—is weather. Rain in the Midwest and lack of rain in the Southwest have been responsible for decreased profits, not the economy.

Our holiday message, then, is this: enjoy this special season. Spend more time away from the desk with your family and friends. Sing a few carols. Hang plenty of mistletoe. Because despite what the apocalyptics say, if you work in the green industry, you can afford it.

Happy holidays from the staff and management of LANDSCAPE MANAGEMENT!

Jerry Roche, editor

EDITORIAL STAFF

Jerry Roche, Editor-in-Chief
Terry McIver, Managing Editor
Maureen Hrehocik, Group Editor

Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832

MARKETING STAFF

Jon Miducki, Associate Publisher
Ann Langhenry, Midwest Sales Manager
Paul Garris, North Central Sales Manager
Bob Earley, Group Vice President

Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
FAX (216) 826-2832

Dick Gore, East Coast Representative

Office: 3475 Lenox Rd. N.E.
Suite 665
Atlanta, GA 30326
(404) 233-1817
FAX (404) 261-7022

Robert Mierow, W. Coast Representative

Office: 1515 NW 51st Street
Seattle, WA 98107
(206) 783-0549
Fax (206) 784-5545

SUPPORT STAFF

Carol Peterson, Production Manager
Rosy Bradley, Sr. Production Mgr.
Ken Mcshane, Production Director
Lynn Williams, Graphic Design
Jackie Eisenmann, Circulation Super.
Bonnie Defoe, Directory Coordinator
Gail Parenteau, Reader Service Mgr.

Office: 120 West Second Street
Duluth, MN 55802
(218) 723-9200
FAX (218) 723-9223

David Komitau, Graphics Coordinator

Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100

Richard Swank, Chairman; Robert L. Edgell, Vice Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Vice President; Treasurer; Thomas Greney, Senior Vice President; Ezra Pincus, Senior Vice President; Joe Bilderbach, Vice President; David T. Mayer, Vice President