



The name of the game is the name

Have you looked at your name lately?

Benjamin Kubelsky once looked at his and decided it'd never make the grade in the competitive radio business. Executives at Allegheny Airlines grew distraught with a bottom line that was red. In each case, a new name helped change the public's perception and thus more easily gain acceptance of the product. Jack Benny became one of the all-time most popular radio and television performers. And USAir's bottom line turned very black indeed shortly after its name change.

"The name of the game is the name—and don't forget it," relates Harry Wayne McMahan, an independent commercial consultant in Escondido, Calif. "Here is where all advertising starts."

In the new, more sophisticated landscape market, "Joe's Mowing" may not cut it any more. We at this magazine, obviously, favor the term "Landscape Management" over less sophisticated names.

One flip through the Associated Landscape Contractors of America membership directory proves our point. Most of those upscale businesses employ the word "landscape" in some manner: Davis Landscape Contractors, A.J. Chiancone Landscape & Nursery, Thornton Landscape and Ground Control Landscaping, for instance.

(Just because you're in the private sector doesn't mean that you've got to settle for a title with less panache, either. Tom Sprague, who takes care of the 20 acres at Edgell Communications' Cleveland headquarters, likes the ring of "landscape supervisor.")

There is a flip side to a name change, however. If you've been around a long time and your name has become synonymous with quality—no matter what name you're using now—there's no sense changing it. And remember that if you're considering upgrading your name to attract new business, it might not hurt upgrading your service at the same time.

As we embark on the final decade of the 20th century, then, you might ask yourself: "Is the name of my business really in step with the times?"

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