

LANDSCAPE MANAGEMENT

INCORPORATING LAWN CARE INDUSTRY

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SPECIAL SECTIONS

11 'Pesticides in Your Environment'

This 16-page, full-color section is provided as a service to readers by LANDSCAPE MANAGEMENT magazine and Responsible Industry for a Sound Environment. It's the perfect piece to give to customers, media and legislators.

43 'Bio-turf' Newsletter

Get all the news from the fascinating world of turf biotechnology in this exclusive, new quarterly newsletter, compliments of LANDSCAPE MANAGEMENT magazine.

COVER FEATURE

30 Cover story: Marketing, public relations: Beyond word of mouth

The best marketing plans are strategically planned to give your company the best possible exposure to the right audience.

Terry McIver



FEATURES

34 LM Reports: Mid-sized mowers

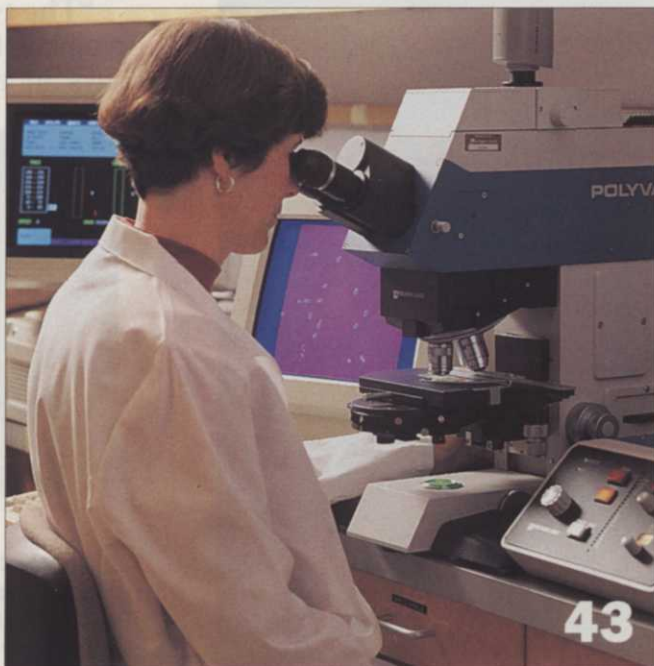
No other piece of equipment used in the green industry has as many standard and optional features for the prospective buyer to consider.

Jerry Roche

38 To plow or not to plow...

...that is the question. Whether 'tis nobler to just forget the whole thing, or to try to generate cash flow during the cold, wet, boring winter months.

Ed Wandtke



39 Golf course 'enviro-monitors'

Having someone looking over his shoulder has paid off for this Canadian golf course superintendent. The situation, like it or not, could be a sign of things to come.

40 Keeping employees happy

You can improve your employees' job satisfaction and job performance by learning to manage their expectations.

Joe Carbone

40 Proper spill clean-up protects the pro applicator

Spills, when handling, transporting or using pesticides, are a concern for every applicator. Here's what to do if a spill occurs, whether it's on your property or on the road.

42 Overseeding athletic fields

The key to effective overseeding is adequate year-round maintenance of all your warm-season athletic turf.

Gil Landry, Ph.D.

TECH CENTER

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50 Trees for shade, lower utility bills

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51 The rise and fall of ChemLawn

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Ron Hall

HOT TOPICS

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TruGreen ponders the value of the ChemLawn name while some ChemLawn franchise holders ponder the value of their non-compete clauses.

Ron Hall

60 Living through Andrew's wake

Hulon and Victoria Moorman of Emerald Landscape Maintenance in Cutler Ridge, Fla., saw the ravages of Hurricane Andrew first-hand. Three weeks later, things still weren't back to normal—by a long shot.

Jerry Roche

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