

LANDSCAPE MANAGEMENT

is a proud member of these
green industry professional
organizations:



Associated Landscape Contractors of America, 12200 Sunrise Valley Dr., Suite 150, Reston, VA; (703) 620-6363.

American Sod Producers Association, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.

Golf Course Superintendents Association of America, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.



National Arborist Association, The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.



Professional Grounds Management Society, 10402 Ridgland Rd., Suite 4, Hunt Valley, MD 21030; (301) 667-1833.



Professional Lawn Care Association of America, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

Responsible Industry for a Sound Environment, 1155 15th St. NW, Suite 900, Washington, D.C. 20005; (202) 872-3860.



Sports Turf Managers Association, 401 N. Michigan Ave., Chicago, IL 60611-4267; (312) 644-6610.

Turf and Ornamental Communicators Association, 8400 Normandale Lake Blvd., Suite 500, Bloomington, MN 55437; (612) 832-5000.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



'B+' from customers: room for improvement

Are your clients happy with your performance as a lawn or landscaping service? Are the members of your golf club, or the golfers who visit your course regularly, happy with its condition? Are the people who play on your athletic fields, their coaches, their spectators and their administrators happy?

Judging by a small survey we commissioned here in Cleveland, it seems that the general public is fairly happy with its lawn and landscape services. (See page 8.)

Which means that at least one segment of the green industry, in at least one part of the world, is performing its tasks admirably. (It's too bad we didn't have enough time to also survey golfers or city softball and soccer leagues. But those could be other stories, for other months.)

Though our survey's sample was small and not geographically diverse, it pretty much affirmed what we've been hearing from our lawn/landscape readers: that they're doing their best to keep customers happy by providing the needed services in a professional and timely manner.

Given the "grade" they've earned (B+), we'd give our lawn and landscape readers a "summa cum laura" degree from the School of Hard Knocks, if we could.

Not that everyone's perfect, mind you.

The other day, on my way home from work, I happened upon a familiar scene.

The sun was shining (for one of the few times this spring in this part of the world). The birds were chirping. The truck with the requisite flat-bed trailer was parked at the curb in front of a pretty suburban home. A guy was zipping back and forth with a mid-size walk-behind mower. All was right with the world.

On my way to work this morning, I went through the same neighborhood, past the same house.

I was appalled at the sight my wondering eyes beheld: this same professionally-mowed lawn was littered with long, dark,

ugly clumps of grass. What could have been the prettiest lawn in the neighborhood looked like one of the trashiest.

Don't get me wrong here: I'm not saying the lawn professional was necessarily guilty of any negligence. I'm just using this case to illustrate a point.

There certainly may have been extenuating circumstances. Maybe the guy was coming back to collect the clippings. Maybe the customer requested that he leave them. Maybe.

Or maybe, since it was a wet spring here, the guy was running behind on his route. Maybe the grass had grown unexpectedly long between mowings and he hadn't made the necessary adjustments to his schedule. Maybe he was more interested in getting on to the next lawn.

But I know this: if I were his customer and went to bed knowing that my lawn was a mess, I'd be looking around for another service the next day.

That said, I issue all our conscientious readers a well-deserved congratulations. Overall, you're doing a great job—B+ as a matter of fact.

But, in all honesty, I remind you: a B+ is not perfect. There is *always* room for improvement.

Jerry Roche