

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 Association of Nurserymen (National Landscape Association), 1250 I St. NW, Suite 500, Washington, DC 20005; (202) 789-2900.

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, 120 Cockeysville Rd., Suite 104, Hunt Valley, MD 21031; (410) 584-9754.



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



P is for professionalism, R is for respect, I is for...

WHEN HARD-DRIVING, tough-talking businessmen hold make-more-money clinics, they rant and rave, and project profit-and-loss statements on the wall.

They preach fire and brimstone, their faces turn beet red, and their voices thunder toward a litany of the "Seven Keys to Becoming a Modern Day Midas."

Thankfully, this is generally not the world in which you live. More often, in your world, grass rustles in the breeze and mums splash color across the landscape like a mad painter, while cicadas dryly chirp their song from the trees. Success in your world cannot be bought with flashy, crazy television spots or with massive clearance sales.

The key to success in this market—and I've seen it many times in travels from East to West Coast—is, quite simply, the intrinsic pride you and your employees exhibit.



SEDATE SOUTHWESTERN Ohio, for instance, is a far cry from the hustle and bustle of Wall Street. It's the home of tiny Cedarville College, where the very prideful but otherwise unassuming head groundsman is Paul Ware. His pride stems from his loyalty to the college.

"With repetitive tasks (like those in landscaping), you can't function day in and day out unless there are bigger reasons," Ware, a born-again Christian, said recently. "I'm self-motivated. But I have a responsibility not to fail. Other people depend on me to present the school and the cause of Christ in a good light."

Ware chooses his words carefully. He

doesn't want anyone to get the wrong impression.

"There are two kinds of pride," he says, "and there's a subtle line between them."

One kind of pride is the honest joy a person gets from doing a job well. The other, bad kind of pride, stems from an "I'm-better-than-you" attitude.

Take a look at the Cedarville College campus from any perspective, and you see the results that the good kind of pride can produce.

I'VE NOTICED five personality traits common to the most successful people I've visited in this industry during the past 10 years or so. Not coincidentally, their initials form a sixth trait—perhaps the most important of all: pride.

I thought you might like to see them in print:

P is for **Professionalism**, the alpha and the omega of success.

R is for the **Respect** that you must show for each client's desires and needs.

I is for the **Idealism** with which you determine each project's standards.

D is for the **Dedication** you must have, and which you must inculcate in all of your employees.

E is for the **Excellence** which you strive to attain on a daily basis.

IN THE publishing industry, you've got to have enough pride to affix your name to every article you write, as I've done below.

Would you affix your name to every landscape, every golf hole, that you maintain? Do you have the pride it takes to be successful in the green industry?

Jerry Roche