

How many times during the course of a typical year have you needed information that seemed to be anywhere but at your fingertips? How many countless minutes and hours have you wasted thumbing through files and back issues of your trade periodicals looking for details on a particular subject of interest at that moment?

Take a look, then, at what LANDSCAPE MANAGEMENT is providing you with this month: a way to save time and make you a more efficient labor and money manager.

What you're holding in your hands right now is a hot new product that we plan on sending you every December: our very own green industry "Green Book."

It's a hands-on, year-long resource and reference guide that contains lists, lists and more lists. Lists that we hope you find as useful as our editorial staff has found them over the past few weeks. (Even though the "Green Book" was only in page-proof form throughout November and early De-

ember, the editors had already made mincemeat of the pages by this writing.)

Besides a listing of products and services available to the industry, this "Green Book" also contains a lengthy listing of the companies and local dealers/distributors which supply the products. Need information on mowers? Check out one of the equipment headings for "Mowers." Want to know what's available in the area of broadleaf herbicides? Go straight to "Herbicides" in the "Control Products" section.

Of certain interest to you is another section that lists local, state and federal regulations applicable to this market, in an easy-to-read format. Everything from yard debris disposal to pesticide posting to OSHA regulations.

We've also provided, right here within these

pages, a list of state extension programs and state and national trade associations. Of formal training programs and 1996 events. With full addresses and phone numbers.

What about that article you saw a few months back on liability insurance? Check out the 1995 LANDSCAPE MANAGEMENT Article Index. There it is: October, page 16.

Think, then, of this month's "Green Book" as a sort of early holiday gift—as if you needed one. According to statistics from our "State of the Industry" report (also included herein) most of you had banner years in 1995, whether you were involved in lawn/landscape, golf course or grounds maintenance.

The "State of the Industry" project was sponsored in part by our friends at DowElanco. Don't be afraid to use its information when plotting future business plans, or comparing your operation to our national statistics to determine where you excel and where you need work.

As we close out another year here at LANDSCAPE MANAGEMENT (our 33rd), staff members—Terry, Ron, John, Tom, Bob, Lisa, Judy and myself—wish you a happy holiday season. We urge you to take full advantage of it and spend plenty of time with friends and family watching chestnuts roast on an open fire.

All signs are pointing to a wingding of a 1997 in the green industry. We hope that you are part of it. Until next year...

The "Green Book" saves time and helps you manage labor and money more efficiently.

In doubt? Look it up right here



Jerry Roche

JERRY ROCHE
Editor-in-Chief