

Whe landscape professionals are chipping away at the tip of the iceberg armed only with ice picks.

That iceberg is the residential landscape market, and while some of us flake off bigger and bigger slivers, the huge unrealized market for installations and maintenance bobs just below the surface.

Not a one of us knows just how huge it can become. But, judging by the quality of landscapes already in place, the need is immense.

Drive through any neighborhood in any community and critique the landscapes. Look hard. It doesn't matter if the neighborhood is affluent, middle class—whatever. Compare the landscapes against what they could or should be.

Incredible: that's the only word to describe what most of the public (and some of us, too, apparently) thinks is a landscape.

That's the biggest challenge we face: the public doesn't know what it doesn't know, when it comes to landscapes and—to a lesser degree—landscape maintenance.

It's no surprise, then, that most of the public carries this fuzzy picture of who we are and what we can do for it.

You don't believe this? Ask anyone what they think a landscape is, and one of the first words out of their mouths will be "plants." Try it. It's amazing. It's amazing because my *American Heritage Dictionary* doesn't mention the word "plants" at all. There are several definitions but not a one of them specifically says "plants".

landscape, n. 1. A view or vista of scenery on land. 2. A picture depicting a landscape. 3. The branch of art dealing with the representation of natural

It's not 'just' the plants



Ron Hall

RON HALL
Senior Editor

[LAWN/LANDSCAPE]

PAGE 4L ▶

Around the Shop

PAGE 6L ▶

Theme park crews play it safe

PAGE 10L ▶

Building loyalty, even in adversity

PAGE 14L ▶

Tough season tests faith in IPM

PAGE 18L ▶

How to trap moles

PAGE 22L ▶

The necessary art of delegation

scenery.—*v.* -scaped, -scaping, -scapes.—

To adorn or improve (a section of ground) by contouring the land and planting flowers, shrubs, or trees.—*intro.* To arrange grounds artistically as a profession.

The important words and/or phrases in these definitions are: *view, vista, natural scenery, adorn, contouring* and *artistically*.

This is the language we should be talking.

Instead, too many of us have been offering, selling, installing and, in some cases, maintaining plants—just plants.

No wonder the public doesn't get more excited about our services.

The residential market will grow only in proportion to our success in opening the public's eye to the full range of our products and services. **LM**