

LANDSCAPE

If you're asking what an "LM 100" is, you can join most of our other 50,000+ readers. Simply put, it's this month's cover story, a new project we have undertaken this year. It's a vehicle by which we can recognize the biggest, brightest and best of the green industry. We hope to make this an annual "event" in the magazine, and there's no reason why it can't be, with your help.

Certainly, a project of this magnitude isn't undertaken on a whim. But there wasn't much staff debate about giving it a go. We are united in

the firm belief that many top organizations in the U.S. green industry should, in some way, be further recognized for their valuable contributions to the industry's image.

Some of the friends and acquaintances you've made at turf meetings might be on this year's list. You might recognize the names of some of your competitors. And if you're a progressive organization dedicated to pro-

pounding the benefits of well-maintained, beautiful turf and ornamentals, we may even have contacted you last month about joining our list.

We selected this year's "LM 100" based on a variety of criteria. Probably the most important was national visibility, both in the green industry itself and in the general public's eye. That might mean a PGA Tour championship golf course. It might mean a landscaping company whose owner has served on his or her national organization with due diligence in the past year. It might mean a lawn care company that goes beyond the call of duty to uphold the virtues of green grass and customer retention. Or it might mean a college whose grounds manager has personally invited us to his campus to check out the athletic fields.

The other criteria we used to select these

100 included:

- ▶ continuing relationship with the leading national association serving their specific trade (and we asked the associations for referrals);
- ▶ good business practices;
- ▶ availability to the trade press (specifically LANDSCAPE MANAGEMENT) for quotable quotes, good business/agronomic tips;
- ▶ "image" (a subjective quality, at best);
- ▶ dedication to the green industry; and
- ▶ efficiency of the organization.

We realize that this entire list is very subjective indeed. We expect our 100 to be discussed, debated and contested—not necessarily for the organizations we've named to the list, but more for those that we've left off (and we've left off quite a few).

Senior editor Ron Hall was final authority on what lawn and landscaping companies were selected. Managing editor Terry McIver handled selection of the golf courses and athletic fields that made this year's list. And the three of us continued to be amazed at the number of really good, visible organizations from which we could choose. We realize that, if we had the room in this month's magazine to do justice to 250 organizations (or even more), we could have easily expanded the list.

So to those who made our "LM 100" this year: thank you, and keep up the good work. You can look forward to receiving your official "LANDSCAPE MANAGEMENT 100" frangible certificate in the mail in the coming weeks.

To those who didn't "make the cut" this year: let us know about your organization (we've always got time to chat), keep up the good work, and remember that there's always next year. **LM**

The LM 100: what makes them tick?



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