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Needed, a 'flow' of workers

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Cemetery care opportunities

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From flood to baseball overnight

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Making feedback work for you

It's too late to become a professional Christmas decorator in 1997. You'll need several months to prepare before you hang your first wreath or string of lights for hire. This decorating season is already well underway. Holiday decorating, like Christmas shopping, keeps creeping forward on the calendar.

But you might want to investigate it for 1998.

A growing number of lawn/landscape companies seem to be tapping into this potential new

source of revenue. It may be a good business fit for you, particularly if your production stops with the first big snow, and you want to keep some key employees through the winter. I don't see why it wouldn't work in the South or Southwest either if you have a plan, the manpower to deliver the service, and the resources to market it.

I learned about this business opportunity at a press conference at Expo '97 in Louisville this past July. What a strange time

to be talking about Christmas. On that particular day Louisville's heat and humidity chased exhibitors and visitors from the outdoor power equipment exhibit area and into the adjacent convention center which, of course, was air conditioned.

There in a small room Blake Smith did most of the talking at the press conference. His company, Christmas Decor, Lubbock, TX, offers Christmas Decorating franchises. Smith is an energetic young man, and he was selling his idea with lots of enthusiasm.

He said lawn care businesses, in particular, are nicely set up to offer this service. They can sell holiday decorating with door hangers, mailers or with signs in yards--just like they market their lawn/landscape services. With the exception of

ladders and, of course, the decorations themselves, most already have about everything they need to deliver the service, including a pool of potential customers.

Smith said lawn/landscape companies should concentrate on their residential customers first, and build this before chasing larger commercial jobs. He said many homeowners will pay \$800 to \$1000 to have their homes and properties decorated for the holidays.

Of course Smith said franchising is the way to get into this business. He said that Christmas Decor provides member companies with hands-on training, training manuals, videos, a "starter" kit of decorations, and access to vendors offering the best and most reliable supplies of holiday decorations.

To learn more about Christmas Decor, call 800/687-9551.

Christmas decorating may offer \$\$ opportunities



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