

Days are getting longer. It's no trick of our imagination. This mild El Niño winter is teasing us with dreams of an early and soft spring, something we haven't enjoyed for three, maybe four years here in northern Ohio.

But, no matter when bluebird weather returns, we're going to be moving at warp speed in a few short weeks. We have to be. We can't wait.

Most of us, because our businesses are seasonal, only have 150-170 working days to generate an entire year's income. For ourselves and for our employees too.

So when the ground thaws, we're right on top of it and going 100 mph.

That's why now, right now, we must re-energize ourselves for the approaching season. It's time to refurbish our trucks. To attract whatever seasonal help we'll need. To get sales efforts rolling.

But, above all, let's take one last opportunity to find a quiet place and review with ourselves, or with our family or closest associates, what we want

to get done in 1998.

Many of us will start with our financial goals and that's understandable. We know we can't just line up the trucks and equipment and tell our employees to get at it. We can't just sit back and wait for revenue to come flying in. We've need to have a plan, and practical strategies to accomplish it.

The next few weeks give us one last calm time before season's start to lock our goals into our minds, to write them down, to set up a schedule to return to them and to review them regularly

This will help us begin the spring going in the right direction. Because once the season starts, everything seems to start happening at once.

February gives us one final chance to look over all that we want to get done this year. **LM**

A final chance to get your plans in place for '98 season



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[LANDSCAPE/GROUNDS]

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Expand into irrigation contracting

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Fleet maintenance from the pros

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Baits effective against fire ants

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Ohio Turfgrass elects '98 officers

[PEOPLE & PROJECTS]

Arizona firm builds Elephant Rocks

Desert Reflections, a Scottsdale, AZ-based company, now builds golf courses. The company is currently under contract to complete the nine-hole expansion of Elephant Rocks Golf Course in Williams, AZ, designed by Gary Panks. Steve Robison, general manager, leads this division of Desert Reflections, relying on his extensive background with the Wadsworth Company, builders of many fine courses around the world.

Minor getting bigger in Big "D"

Minor's Landscape Services of Fort Worth, Texas, has purchased Graeber & Associates, a landscape management and contracting firm in Dallas, with about \$3.2 million in 1997 revenue, 80 employees. "Our goal as a company is to expand both internally and through strategic acquisitions in the markets we serve," says David Minor, president and CEO of Minor's. The Minor firm will open a third office in the Dallas/Fort Worth metroplex.