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It's about thinking creatively. It's about exploring clients' needs. And ultimately, it's about increasing your bottom line. Create a unique service and watch your profit go sky high.

BY: JASON STAHL / MANAGING EDITOR

### LABOR CRUNCH

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BY: GEORGE WITTERSCHEIN / CONTRIBUTING EDITOR

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#### **44. Award-winning landscape management**

Xavier University, Cincinnati, OH

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Dependability, price and everything nice — that's what landscape managers want trucks to be made of.

BY: VICKY POULSEN



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COVER PHOTO: LOU KOBUS JR. OF VILLAGE TURF, MOUNT VERNON, VA. THE PHOTO WAS TAKEN BY SCOTT ROBINSON.



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