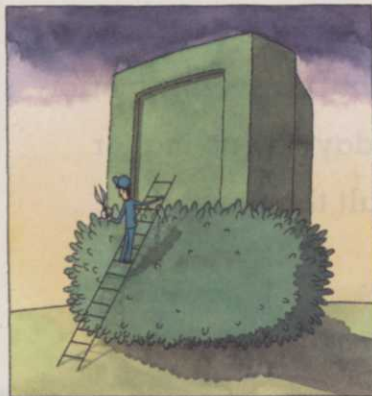


Web-wise operators



Survey respondents *Landscape Management's State of the Industry Report* are starting to frequent the Internet in record numbers. Our survey showed that one in five (21%) of respondents' organization have their own Web-sites and that more than half (53%) use the Internet for business-related purposes.

Grounds managers in our survey are by far the most active Internet users for business, with 71% of them reporting, compared to landscape contractors (55%) and lawn care companies (46%).

Cyber-savvy landscape pros

Bozzuto Landscaping's site attracts hundreds of hits per day from current and potential customers. Searches for potential customers, product research and limited buying also occupy users. But one of the best uses benefits the company directly, says Tom Davis, president. "People can apply for a job with us online. We've already hired several people from our Web-site applications."

Wayne Richards, COO of Cagwin & Dorward, also sees a world of opportunity online: "The Internet will become a primary communication tool for the green industry within five years. If you think about the impact the facsimile had on the speed of communication, look at the possibilities of the Internet."

Several landscape managers noted the advantages of using Web-sites to communicate with residential customers.

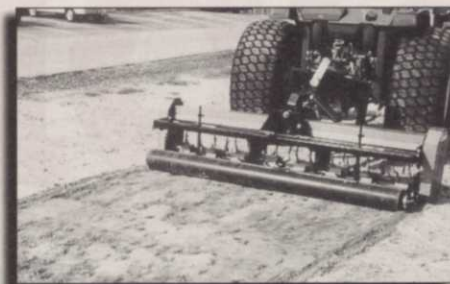
"If we were residentially driven, the Internet would be good for marketing," says Neil Thelen, president of Landmark Landscapes. "The residential customer need special attention."

And the face-to-face relationship with dealers still rates high, despite some ventures into Internet buying. Gary Nichols of Twin Oaks Landscaping is typical of many landscapers checking plant supplies and occasionally buying office supplies online. But he still prefers to buy equipment from local vendors. "They're quality people with whom you want to do business," he notes.

Don't look for Internet use to decrease in the future. Rick Randall, CEO of Randall & Blake Inc., sums it up: "Two years ago, we expanded to a wide area network bringing all our offices online and giving us Internet access. Now, we are ordering materials, downloading and sending plans, negotiating change orders, you name it. We will be doing most of our business on the Web within the next couple of years."

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