

cleanup crew

THIS AND THAT

One of the ten best

Ever hear of a lawn so well-maintained you could eat off it? Well, grab your knife and fork for Georgia International Plaza since it was recently named one of the ten best lawns in America in the Briggs & Stratton 2000 Top Ten Lawns contest. Who keeps it looking so spectacular? Steve Heard and SKB Industries, that's who. The plaza is so highly regarded that it was chosen as the home of the Summer Olympic Games in 1996. It consists of five lush acres of emerald green zoysia situated on top of a seven-story parking deck in downtown Atlanta. It hosted over one million visitors within two weeks of its opening and continues to serve as a welcome mat for visitors to three of Atlanta's busiest destination spots — the Georgia World Congress Center, the Georgia Dome and Philips Arena. Congratulations, SKB, and keep Georgia International Plaza a place for fine dining!

LM 2000 State of the Industry survey's top three concerns by size of operation

Less than \$100K revenues

- ▶ Growth management (66.7%)
- ▶ Labor availability (54.8%)
- ▶ Financing availability (42.9%)

Over \$500K revenues

- ▶ Labor availability (84.8%)
- ▶ Developing supervisors (78.8%)
- ▶ Growth management (51.5%)

Way to go, UMass!

It always feels good to be first in anything, as the Stockbridge School of Agriculture at the University of Massachusetts can attest after becoming the first academic institution ever to receive the Award of Merit from the National Arborists Association (NAA). The award is the highest honor awarded by the NAA to an individual or organization that has "positively influenced the practice of arboriculture." Stockbridge School was originally part of the Massachusetts Agricultural College, where the first shade tree care course offered in North America was taught in 1894. It was not until 1946 that "Mass Aggie" launched the Stockbridge tree care program.



BOB LYNCH

Numerous respondents to LM's 2000 **STATE OF THE INDUSTRY SURVEY** indicated they would like to provide more training for their employees on a number of topics. Their preferences for training follow:

	Average	Revenue less than \$100K	\$100K to \$500K	More than \$500K
Landscape operations	42.7%	50.0%	37.5%	32.0%
Time management	15.6%	14.7%	21.9%	12.0%
Customer service	12.5%	11.8%	9.4%	20.0%
Horticultural/ Agronomic	11.5%	8.8%	12.5%	12.0%
Safety	8.3%	8.8%	6.3%	12.0%
Business management	5.2%	2.9%	6.3%	8.0%

FISH WHERE THEY'RE BITIN'

According to The Wall Street Journal, areas with colleges seem to be the easiest places to find work and the hardest areas to recruit. March figures from the Department of Labor list areas with extremely low unemployment: *Columbia, MO (1%), Charlottesville, VA (1.3%), College Station, TX (1.6%), Ann Arbor, MI (1.9%).*

Conversely, recruiters might aim at high unemployment centers (often agricultural areas plagued by bad weather or low commodity prices), which the Labor Department pinpoints as: *Visalia and Tulare, CA (18.8%), Merced, CA (16.8%), Yuma, AZ (16.2%).*