

# cleanup crew

THIS AND THAT

## Bon appetit

We've heard of creative marketing, but Lifestyle Landscaping's efforts take the cake. The North Ridgeville, OH-based company recently advertised its services by mailing out a brochure designed, and worded, like a restaurant menu.

Appetizers

included the "Plant Care

Platter," a "mix of fall clean-up, lawn mowing, pruning, perennial

planting, winter pansies and lawn aeration;" and the "Classic Combo," a "mix of any of these Lifestyle favorites: planting beds, stone work, brick patio, retaining walls, decks and arbors." A seasonal favorite listed was the "Combination Winter Platter: dormant pruning, low voltage lighting, painting, garage cleaning and snowplowing." The only beverage listed (of course) was water. We wonder if they have any "To Go" orders...



## Mowin', mowin', mowin'...

If someone told you that mowing grass could lead to an invitation to the White House, you'd probably think that person spent too much time out in the sun. But it did for Ryan Tripp, a.k.a. Lawnmower Boy, who spent 75 days mowing all 50 state capitol lawns in 1998 to raise awareness for organ and tissue donation. His efforts recently earned him and his family a ticket to the taping of President Clinton's radio address. After the address, Clinton gave Tripp a basket of goodies from Utah and a lawnmower from the Ariens Company. Not letting his presidential treatment get to his head, Tripp then mowed the White House lawn. Dream on, you mowers.



## Get some style

We've got another snazzy *Landscape Management* golf shirt to give away, and all you have to do is tell us (in 200 words or less) what the best example of family working together is in your company. We'll pick the best story, and you might even see it in print if you win. **Entries are due by Mar. 15, 2001.** Send your submissions via e-mail to [jstahl@advanstar.com](mailto:jstahl@advanstar.com) or snail mail to: *Landscape Management*, 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

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