

BY SUE GIBSON / EXECUTIVE EDITOR

We're taking the plunge

As business owners and managers, you are attuned to the needs, shifts and opportunities in your marketplace. Your clients may have asked you to provide a new and different service, which may be troubling because it is so different from the one on which you have built your organization.

I salute those of you who have studied that question and decided against expanding your services. It's a tough decision to turn down business and realize you may not have the proper resources, people or timing to go ahead with an expansion.

But my hat's off to those of you who have added new and different services. It's a gutsy, risky and exciting step to take. It takes real nerve to understand that anything new involves a learning curve (which also means people will make mistakes). It takes true confidence to encourage everyone in your organization, as well as your clients, to believe you can provide the service with the quality and value that defines your reputation.

Finally, it takes a major investment of time and money to research this new offering, plan it, train and equip your employees, sell it and bring your service delivery to a level that meets your own tough standards.

That wild, wonderful Web

I'm very much aware of the tough decision-making and implementation process you have gone through because we're just completing a similar process in the debut of our new Web site, all in a short period of time. I'm happy to announce the debut of www.landscapemanagement.net and invite you to visit it at your convenience and give us your feedback.

This "plunge" we took was so strange and different from any other project I've done that I knew it must be

similar to the process you go through to add an entirely new service to your existing business. We all know how different installation is to establish and operate from maintenance, how irrigation is unique and how franchises offer quite original systems of operating.

Likewise, this whole "Web" business operates with rules and infant traditions far different from the print world. Our development process for everything from content to pricing is very much in contrast to this magazine's traditions. We know our Web site will be much more responsive, dynamic and immediate than the print product, and the whole prospect excites us. Hopefully, you'll find a wealth of new resources through our Web site that expand on this magazine's base of news, information and analysis.

We're excited, too, because this new service gives you a quick and easy way to contact us, ask questions, share your observations and provide us with feedback. Our goal is to provide you with the information and resources you need to be more efficient and productive. When you interact with us at every level — Web included — you help us make our service better. Please visit our new site and send me your comments, ideas and suggestions. Thank you in advance!

Contact Sue at
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