



20



## 26 LM's People of the Year 2001

### features

#### cover story

#### 20. Growth strategies for the road ahead

Understand your options now and plan accordingly to make your organization 'recession-resistant'

BY SUSAN PORTER / EXECUTIVE EDITOR

#### 26. People of the Year 2001

Rick Doesburg, George Van Haasteren and Roger Yeary are our picks this year

BY RON HALL AND  
JASON STAHL

#### 30. Is H-2B right for you? ▶

Little-known details about the application process from this expert will save you time and trouble

BY JEFF WEST



#### tools of the trade

#### 36. How 'green' is your software?

Industry-specific software helps you capture profits and win clients

BY LYNNE BRAKEMAN / ON-LINE EDITOR



COVER IMAGE: GETTY

## Editorial staff

Associate Publisher / Executive Editor	SUSAN PORTER / 440/891-2729 / <a href="mailto:sporter@advanstar.com">sporter@advanstar.com</a>
Senior Editor	RON HALL / 440/891-2636 / <a href="mailto:rhall@advanstar.com">rhall@advanstar.com</a>
Managing Editor	JASON STAHL / 440/891-2623 / <a href="mailto:jstahl@advanstar.com">jstahl@advanstar.com</a>
On-Line Content Editor	LYNNE BRAKEMAN / 440/891-2869 / <a href="mailto:lbrakeman@advanstar.com">lbrakeman@advanstar.com</a>
Senior Science Editor	KARL DANNEBERGER, PH.D. / <a href="mailto:danneberger1@osu.edu">danneberger1@osu.edu</a>
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	JEFFREY LANDIS / 440/891-2702 / <a href="mailto:jlandis@advanstar.com">jlandis@advanstar.com</a>

## Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Smallwood Design Group / Smallwood Landscape / Naples, FL
BILL HOOPES	Scotts Lawn Service / Marysville, OH
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
SAMPURAN KHALSA	Nanak's Landscaping Inc. / Longwood, FL
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DAVID SNODGRASS	Dennis' 7 Dees Landscaping, Inc. / Portland, OR
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ

## Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / <a href="mailto:jpayne@advanstar.com">jpayne@advanstar.com</a>
Admin. Coordinator	NICOLE CAPRARA / 440/891-2734 / <a href="mailto:ncaprara@advanstar.com">ncaprara@advanstar.com</a>
Production Manager	JILL HOOD / 218/723-9129 / <a href="mailto:jhood@advanstar.com">jhood@advanstar.com</a>
Production Director	ROSY BRADLEY / 218/723-9720 / <a href="mailto:rbradley@advanstar.com">rbradley@advanstar.com</a>
Circulation Manager	DARRYL ARQUITTE / 218/723-9422 / <a href="mailto:darquitte@advanstar.com">darquitte@advanstar.com</a>
Green Book Coordinator	MARY MOBLEY / 218/723-9127 / <a href="mailto:mmobley@advanstar.com">mmobley@advanstar.com</a>
Vice President	TOM CONLON / 440/891-2619 / <a href="mailto:tconlon@advanstar.com">tconlon@advanstar.com</a>

## Advertising staff

Eastern Manager	JOSEPH SOSNOWSKI / 610/687-2356 Fax: 610/687-1419 150 Strafford Ave., Ste. 210 Wayne, PA 19087 <a href="mailto:jsosnowski@advanstar.com">jsosnowski@advanstar.com</a>
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Western Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 <a href="mailto:proberts@advanstar.com">proberts@advanstar.com</a>
Midwest Manager	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 <a href="mailto:kstoltman@advanstar.com">kstoltman@advanstar.com</a>
Account Executive Display / Directory Sales	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 <a href="mailto:mharris@advanstar.com">mharris@advanstar.com</a>
Classified Showcase / Account Executive	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 <a href="mailto:lzola@advanstar.com">lzola@advanstar.com</a>

## Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
TAMARA PHILLIPS	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 Fax: 218/723-9779 <a href="mailto:tlillo@advanstar.com">tlillo@advanstar.com</a> For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman & CTO
JOSEPH LOGGIA	President & COO
DAVID W. MONTGOMERY	VP/Finance, CFO & Secretary
ALEXANDER S. DEBARR DANIEL M. PHILLIPS	Executive Vice Presidents
ERIC I. LISMAN	Executive Vice President-Corporate Development
ADELE D. HARTWICK	Vice President-Controller & Treasurer

## departments

columns, news & more

### 8. Events

Who, what and when

### 11. On the Record

You're not recession proof

BY SUE GIBSON

### 15. Green Side Up

Rethink your labor needs

BY RON HALL

### 16. Industry Almanac

Eli buys TruGreen Landcare, LESCO to add independent dealers, Minneapolis bans fertilizers with phosphorus

tech center

### 42. Know your soil

Realizing the importance of soil health can help you diagnose and treat its problems

BY JOHN FECH

### 46. LM Reports: Cleanup

Efficiency is key to profitable cleanup

BY CURT HARLER

### 48. Ask the Expert

Yucky yucca, controlling oxalis, spruce tree trouble, weird fungus

BY BAL RAO, PH.D.

### 51. Products



ending notes

### 58. Cleanup Crew

[www.landscapemanagement.net](http://www.landscapemanagement.net)

SEE PAGE 17 FOR WHAT'S NEW ON-LINE