

Landscape MANAGEMENT

JUNE 2003 / #6 / VOLUME 42

features

cover story

18. Owning a piece of mind

Follow these 10 key action steps and become the 'brand' leader in your market

BY MATT SHOONER

26. Callbacks: profit killers

Strategies to help you streamline your lawn care operation and keep your customers smiling

BY MICHAEL RILEY

38. Tame the morning circus

Get your team off to a productive start with these simple-to-implement strategies

BY D. DOUGLAS GRAHAM

46. Drought — prepare a plan

Colorado's worst drought in decades taught its Green Industry valuable lessons

BY RON HALL

grounds management center

33. Students to the rescue

This grounds manager finds that student help is often the answer to a strapped budget and a tight schedule

BY JASON STAHL

44. Award-winning landscape management

Pleasing George and Barb at the George Bush Presidential Library, College Station, TX

18

33

44



COVER ILLUSTRATION: CSA IMAGES

Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: www.landscapemanagement.net

Editorial staff

Editor-in-Chief	RON HALL / 440/891-2636 / rhall@advanstar.com
Associate Publisher / Executive Editor	SUSAN PORTER / 440/891-2729 / sporter@advanstar.com
Managing Editor	JASON STAHL / 440/891-2623 / jstahl@advanstar.com
On-Line Content Editor	LYNNE BRAKEMAN / 440/826-2869 / lbrakeman@advanstar.com
Senior Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Group Editor	VERNON HENRY / 440/826-2829 / vhenry@advanstar.com
Art Director	LISA LEHMAN / 440/891-2785 / llehman@advanstar.com
Sr. Graphic Designer	CARRIE PARKHILL / 440/891-3101 / cparkhill@advanstar.com

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
DR. BEN HAMZA	TruGreen-ChemLawn / Delaware, OH
BILL HOOPES	Scotts Lawn Service / Marysville, OH
FRED HASKETT	U.S. Lawns / St. Louis, MO
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
GARY LASCALEA	GroGreen / Plano, TX
DR. DANIEL POTTER	University of Kentucky / Lexington, KY
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

Business staff

Group Publisher	TONY D'AVINO / 440/891-2640 / tdavino@advanstar.com
Admin. Coordinator	MINDY MOCZULSKI / 440/891-2734 / mmoczulski@advanstar.com
Production Manager	JILL HOOD / 218/723-9129 / jhood@advanstar.com
Production Director	ROSY BRADLEY / 218/723-9720 / rbradley@advanstar.com
Circulation Manager	RONDA HUGHES / 218/723-9526 / rhughes@advanstar.com
Green Book Coordinator	CANDACE HAUSAUER / 218/723-9175 / chausauer@advanstar.com

Advertising staff

Eastern Manager	JOSEPH SOSNOWSKI / 610/687-2356 Fax: 610/687-1419 150 Trafford Ave., Ste. 210 Wayne, PA 19087 jsosnowski@advanstar.com
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Western Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 proberts@advanstar.com
Midwest Manager	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 kstoltman@advanstar.com
Account Manager Display / Directory	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 mharris@advanstar.com
Classified Showcase / Account Executive	LAURA CIEKER / 440/891-2670; 800/225-4569 x2670 lcieker@advanstar.com

Marketing/magazine services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
TAMARA PHILLIPS	Circulation List Rental / 800/225-4569, ext. 773
CUSTOMER SERVICES	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 tilllo@advanstar.com 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	Executive Vice Presidents
DANIEL M. PHILLIPS	
SCOTT E. PIERCE	
ERIC I. LISMAN	Executive Vice President-Corporate Development
ADELE D. HARTWICK	Vice President-Controller & Treasurer
RICK TREESE	Vice President & Chief Technology Officer

departments

columns, news & more

9. On the Record

Prepare for the big squeeze

BY RON HALL

11. Market Watch

Relief is spelled r-e-s-e-a-r-c-h

BY JUDY GUIDO

12. Industry Almanac

Hi-octane fun in Charlotte, a visit with Allin Companies, hooray for Baby Boomers

16. Statistics

64. Events

Who, what and when

tech center

50. LM Reports: Put some pull in your plow ▼

BY CURT HARLER

56. Solutions Center

Tipping the scales

58. Products

63. Ask the Expert

2, 4-D alternatives, sycamores at risk, nematodes one possibility

BY BAL RAO, PH.D.

ending notes

74. Best Practices

Consistency is the name of the game

BY BRUCE WILSON

www.landscapemanagement.net

SEE PAGE 66 FOR WHAT'S NEW ON-LINE

