

# next month

WHAT'S COMING UP IN JUNE

## ■ Cover story:

### Brand to win

Make your company's name the one that customers remember

### ■ Say goodbye to callbacks

They're costly; they're annoying; read this and they'll be gone

### ■ Mowing patterns

Here's one strategy to use to separate your service from the pack

### ■ Student help survival guide

If you train and supervise seasonal student help, this is a must read

### ■ Biostimulants to the rescue

What they are, how they can help you, when to use them

### ■ Snow/ice management

Review next winter's equipment choices, management strategies

### ■ Defeat the drought

Lawn care pros share how they keep going when water is scarce

■ **Plus:** Bruce Wilson's "Best Practices," Ed Laflamme's "Business Beat," and the latest news you can use

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Circle 104

# Landscape MANAGEMENT

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**American Society of Irrigation Consultants**  
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[www.asic.org](http://www.asic.org)



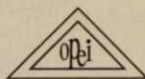
**The Irrigation Association**  
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**Turf and Ornamental Communicators Association**  
P.O. Box 156  
New Prague, MN 56071  
612/758-5811