

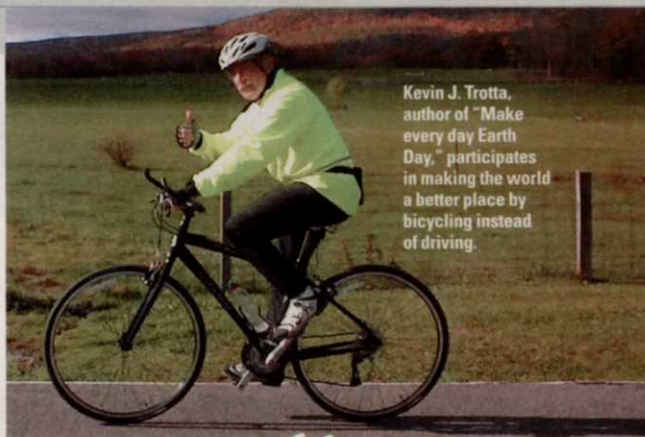
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INDUSTRY VOICE

Make every day Earth Day

In life, as in sports, there are spectators and there are participants. As athletic turf professionals, we choose which role we play. Without question, the world would be a different and better place if more of us were players rather than onlookers.



Kevin J. Trotta, author of "Make every day Earth Day," participates in making the world a better place by bicycling instead of driving.

WEB EXCLUSIVE

The 6 sins of greenwashing

Companies that promote eco-friendly services must deliver what they promise or risk being accused of "greenwashing."



READERS RESPOND



What is the single biggest factor that would improve your workers' productivity?

43%

More or better training

More or better equipment **29%**

More or better management **14%**

Other **14%**

» Next month's question: What's your education level?

Want to weigh in? Visit www.landscapemanagement.net/survey to voice your opinion.



DIGITAL VAULT

Select stories from our e-newsletters. Visit www.landscapemanagement.net/newsletters to sign up or view.

LMdirect!

There will be a light at the end of this recessionary wormhole. It won't be bright, but it will shine stronger in some markets.

Athletic Turf News

When you get right down to it, as an expert baseball grounds manager, the two things you have to know about are water and dirt. And that's not just any dirt.

LD/B Solutions

Spring is in the air. It's time to remind consumers how valuable landscape design-build services are in their daily lives and communities.

Get Growing

Just in time for spring, the Missouri Botanical Garden identifies 13 new "Plants of Merit" for the Midwest in 2009.

LM

Consulting

Clubs

ONLINE OPPORTUNITIES

Explore recession-busting ideas with *Landscape Management's* seven inaugural **LM Consulting Clubs** — a brain trust of business coaches proven to help Green Industry contractors, industry suppliers and associations bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

Visit the **LM Bookstore** and peruse our experts' offerings. Jeffrey Scott will teach you to increase your business with "The Referral Advantage," Harvey Goldglantz explains why "Marketing Matters" and Jim Paluch's trio of tales including "Five Important Things," "Leaving a Legacy" and "Growing Dreams" also are available.

LM SEARCH → Link to leading suppliers and their solutions at www.landscapemanagement.net/search