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VOL 48, ISSUE 8



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## NEW PODCASTS

Sign up for *Landscape Management's* latest podcasts at [www.landscapemanagement.net](http://www.landscapemanagement.net)

- ▶ The LM Legislative Update
- ▶ Jeffrey Scott's 10-Minute Business Booster
- ▶ From Joe to Pro

## FEATURES

### 8 Digital slots <sup>B</sup>

Playing the odds, landscapers move more marketing bets from printed business-directory ads to their Web sites, search engine optimization strategies, e-newsletters and pay-per-click spots.

BY MARTY WHITFORD

### 45 Ponds need not apply <sup>B D/B</sup>

Create a disappearing waterfall in 12 easy steps.



**LM MARKET MATCH** We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

B—Business, D/B—Design/Build, I—Irrigation, LC—Lawn Care, M—Maintenance



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## DIGITAL VAULT

Select stories from our e-newsletters. Visit [www.landscapemanagement.net/emailsletters](http://www.landscapemanagement.net/emailsletters) to sign up or view.

### LMdirect!

Invest in yourself and your business by taking advantage of the many educational opportunities available.

### Athletic Turf News

Croquet has its charms, not the least of which is it's played on turfgrass, the real stuff. And make no mistake, a well-played professional match generates a fair amount of competitive zing.

### LD/B Solutions

The Green Industry has a number of award programs. Winning such a program opens up a number of marketing opportunities.

### Get Growing

Not every city has as many environmentally minded citizens working toward a sustainable future as does Portland. Even so, Portland's proven "green" practices can be replicated by pros and consumers elsewhere.

## SPECIAL SECTION

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### SNOW + ICE GUIDE

Don't underestimate your value when pricing snow and ice services.



**Landscape Management**

**OUR MISSION:** *Landscape Management*—the leading information resource for large, successful lawn care, landscape maintenance, design/build and irrigation professionals—empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.