CONTENTS DECEMBER 2009 VOL 48, ISSUE 12

Landscape Management is now on Twitter and Facebook.

Get the latest news, blogs, and info by becoming a fan of the magazine on Facebook at: http://tiny.cc/MTfcH.

Or you can keep up to date with everything *LM* has to offer by following our tweets at: twitter.com/LandscapeMgmt.



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

LMdirect!

Despite the best preparation, the potential for an accident — even a fatal one — exists every day. Think it can't happen to you? Think again.

Athletic Turf News

Soccer is the last of the major outdoor sports to wholly embrace synthetic turf, but that's changing rapidly.

LD/B Solutions

Even in a challenging economic climate contractors who show extra value in their work will be the ones clients seek in 2010.

Get Growing

The Sustainable Sites Initiative released the nation's first rating system for the design, construction and maintenance of sustainable landscapes.

DEPARTMENTS

6 News & Views

Outdoor Living landscapes; Word on the Street; Briggs & Stratton honor; Believe It or Not; Texas A&M irrigation study; People

16 Lawn Care Pro

Brent A. Flory, Freedom Lawns, Delphi, IN BY RON HALL

26 Project Portfolio

A rooftop terrace derives its inspiration from Manhattan and the movement of the Hudson River.



34 A Cut Above

Dennis' 7 Dees, Portland, OR

COLUMNS

- 4 The Hall Mark
 BY RON HALL
- 14 The Benchmark
 BY KEVIN KEHOE
- 24 Best Practices

BY BRUCE WILSON

- 25 InfoTech

 BY TYLER WHITAKER
- 40 Whit's World

BY MARTY WHITFORD



FEATURES

10 Surviving the social explosion ®

Social media has the potential to deliver untold benefits to well-prepared businesses, but there are pitfalls for those who don't plan carefully. BY DANIEL G. JACOBS

18 Discovering a 'green' mine (LC)

Bayer Environmental Science's first Plant Health Symposium brings together industry players to discuss sustainability. BY MARTY WHITFORD



28 The greenest museum on Earth (B) (DB)

Jensen Corp. Landscape Contractors creates a green roof for the California Academy of Sciences that mimics San Francisco's rolling hills. BY DANIEL G. JACOBS

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

 $\pmb{B}-\text{Business}, \pmb{D/B}-\text{Design/Build}, \pmb{I}-\text{Irrigation}, \pmb{LC}-\text{Lawn Care}, \pmb{M}-\text{Maintenance}$

IN EVERY ISSUE

36 Products **38** Classifieds

39 Resources

ON THE COVER
Illustration by:
IStock International Inc.

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.

