



Thanks for *LM's* birthday makeover

Landscape Management is in a class of its own — serving as “The Preferred Resource for Growing Businesses” for 48 years and counting. And as the Green Industry’s elder information statesman, *Landscape Management* isn’t afraid to show a little gray. Case in point: Check out the column mugshots of our editors and you’ll see that our gray hairs are matched only by our lack of hair.

At *Landscape Management*, though, it’s “Age with (not before) beauty.”

No, I’m not about to unveil *LM's* version of a firemen’s calendar, featuring Ron Hall, Dan Jacobs and myself defiling otherwise-beautiful landscapes.

I’m merely pointing out that with each *Landscape Management* print edition, newsletter, podcast and event comes 48 *legitimate* years of publishing and tradeshow experience. Our editorial team’s collective 100-plus years of journalism experience — including one-third of that serving the Green Industry — is another unmatched thing of beauty.

While some lawn and landscape magazines’ staff mastheads have amounted to little more than a revolving door, Ron Hall has faithfully served as our print publication’s patriarch and one of our industry’s top advocates for a quarter-century.

Equally important as our unparalleled stability and maturity, *Landscape Management* has always realized that progress requires change — the right changes made at the right time by the right people. That’s why we decided to update our print edition’s line-up of award-winning content and to freshen up our always-captivating design style, starting with this January 2009 issue.

LM's 48th birthday makeover was truly customer engineered — thanks to a series of research studies, internal and external editorial audits, and comprehensive focus groups conducted over the past year. By now (the last editorial page of our first redesign issue), you no doubt have given the turbocharged *LM* 2009 a good test drive. Please call or email me to tell me what you think.

Following are just a few of the myriad redesign upgrades we’ve implemented thanks to loyal readers like you teaming with our experienced, award-winning editors and talented Art Director, Carrie Parkhill:

▶ **Reader Advisory Panel** — Underlining our continuous commitment to receiving, and acting quickly on, customer feedback, we rotated our Reader Advisory Panel members to ensure we’re tapping the wisdom of different movers and shakers from each key business segment.

▶ **Table of Contents** — Our new Contents page underlines *Landscape Management's* more-flexible flow (departments/columns/features format) and incorporates *LM's* Market Match icons directing readers to features targeting their respective core businesses (lawn care, maintenance, design/build, irrigation and business topics) so each reader can spend more time diving into the information that matters most to him/her.

▶ **News + Views** — Recognizing the extensive time demands of our readers’ work, this section comprises more quick-hitting bulletins on Green Industry events, trends and tips. It also features our new “Word on the Street” quotables from industry insiders on the hot topic of the month and factoids such as our new “Believe it or Not” nuggets.

▶ **My Biggest Mistake** — Managing Editor Dan Jacobs taps his vast industry contacts and freely shares their biggest business lessons learned the hard way.

▶ **Livescapes** — A new bimonthly special section covering color trends and tips.

The list of customer-engineered upgrades goes on and on. And as always, more redesign twists — to both our print and digital media platforms — will be revealed in the coming months, so please stay tuned.

Everyone knows that with age comes wisdom. After reading this redesigned issue, we hope you also now see that beauty need not be compromised in the aging process — that nip-and-tuck makeovers aren’t just for Hollywood’s 40-somethings.