

CONTENTS »

OCTOBER 2009
VOL 48, ISSUE 10

SPECIAL ISSUE > BEGINS ON PG 53

BP 2010

54 It's grow or go time

BY DANIEL G. JACOBS

PEOPLE POWER

56 With a little help from my friends

A peer group forces Green Industry business owners to take a hard look at their operations and own up to tough decisions.

BY DANIEL G. JACOBS

64 Reach customers with low-tech, too

Direct mail can still be a viable way to connect with current and prospective accounts, even in the Internet age. BY JOE SHOONER

68 Nail the sale

Successfully selling lawn service requires the process be well thought out. Then, an appropriate strategy must be crafted and executed rigorously every day.

BY BILL HOOPES

ON THE COVER

Illustration by: Istock International Inc.

74 Realize your goals in the Working Smarter Cycle

If your people are happy and productive, your business will experience success. BY JIM PALUCH

78 Take 9 steps to get managers to think like owners

Training managers to make decisions like a business owner is easy, essential and can provide more benefits than you think.

BY JONATHAN GOLDHILL

STRATEGIC SOLUTIONS

82 Apples and oranges

Sell value, not price, to grow profitably in any economy — even this 'Great Recession.'

BY MARTY WHITFORD

87 Position for success

At the end of the day, will you be a survivor or just another failed business blaming it all on the economy? BY WAYNE VOLZ

continued on page 4 >>>

FEATURE

45 Save a horse, kill a fire ant

Fire ants meet their match in North Florida horse country.

BY LEE BLOOMCAMP

DEPARTMENTS

10 News & Views

Changes at RISE; Word on The Street; Believe It or Not; Mail; The Andersons; Rain Bird films.

30 Lawn Care Pro

Lou Wierichs, Pro-X Lawn Care, Appleton, WI

BY RON HALL

COLUMNS

8 The Hall Mark

BY RON HALL

160 Whit's World

BY MARTY WHITFORD

IN EVERY ISSUE

158 Classifieds 159 Resources

SPECIAL REPORT

21 TURFGRASS FERTILITY REPORT, PART 1

Selecting the right fertilizer to meet today's environmental and

competitive challenges is vital for success.



CONTENTS

ONLINE NOW

» WWW.LANDSCAPEMANAGEMENT.NET

« « continued from page 2

90 Outlook for 2010

Why it will be a challenging year — and how to respond. BY KEVIN KEHOE

92 When going gets tough ...

... The tough look for ways to stay competitive. BY HARVEY E. GOLDGLANTZ

94 How to conduct successful walk-throughs

Be better prepared by doing your homework before *and* after visits. BY BRUCE WILSON

TOOLS & TECHNIQUES

95 Lease or buy?

Short-term and long-term equipment investments each have their benefits and drawbacks. BY CURT HARLER

99 It's a wide, wide World Wide Web

Whether it's creating a site to share your company with clients or figuring out the best browser to surf through cyberspace, the Internet is ripe with opportunity.

BY TYLER WHITAKER

102 Products

RESOURCE PROFILES

108 Resource Guide

112 Resource Profiles

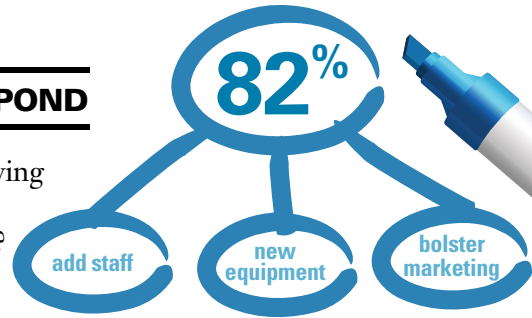
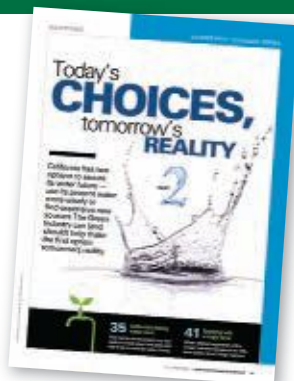
156 Business Planner Index

SPECIAL REPORT

33

WATER WISE, PART 2

California's limited water options and learning to speak with a single voice.



READERS RESPOND

Which of the following best reflects your game plan for 2010?

9% Further cut staffing and other costs, as well as pricing.

9% Buy one or more other companies.

0% Sell the business.

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



DIGITAL VAULT

Select stories from our e-newsletters.

Visit www.landscapemanagement.net/enewsletters to sign up or view.

LMdirect!

The word "green" is being used against us by environmental extremists. Truth be told, we are the original Green Industry. We must speak loudly and singularly to regain control of our destiny and the perceptions "green" conjures up in consumers' minds.

Athletic Turf News

Even with installs well north of 3,000 this past decade, the total number of synthetic turf fields remains tiny compared to the number of natural grass fields.

LD/B Solutions

Fire destroys hundreds of homes each year, often burning thousands of acres of land. The California Landscape Contractors Association offers tips to help you recover clients' landscapes.

Get Growing

The Dutch know how to launch a new flower. Princess Maxima of the Netherlands, wife of Willem-Alexander, Crown Prince of Orange, baptized Holland's newest tulip recently at a ceremony in Manhattan's Battery Park.