

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

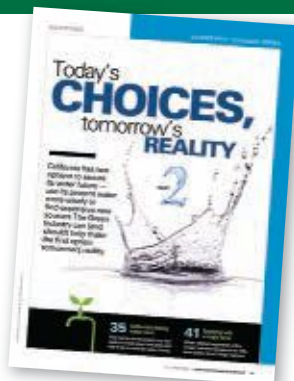
156 Business Planner Index

SPECIAL REPORT

33

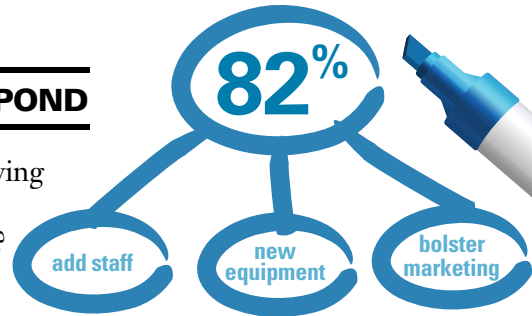
WATER WISE, PART 2

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.