

MAILBOX



Solutions for stress

Once again, you wrote a great editorial on stress and overload ("Detach — It's Refreshing Every Time" in the February 2011 issue of *Landscape Management*). We are all stressed from time to time.

I have another solution to stress reduction that wasn't talked about and that looks at the solution to the problem that causes the stress. Problems without solutions are one of the big stress issues. I realize this sounds simple and few solutions are simple. Here is what I mean: I have watched a very successful businessman in Kansas City work his business for 25 years. I know him well because 30 years ago, we worked together in the restaurant business. He is the most focused individual I have ever met.

Let's call this

individual Bill. When Bill encounters a problem, he does not rest until he comes up with a solution. He has no fear of failure in his quest to find the solution. In the process of finding the solution, he decides if the solution is economically feasible. If part of the analysis is that it is too expensive, he abandons the project. This does not occur though until a lot of energy and intensity has been put forth.

Where am I going with this? Some major stress issues in this industry are staffing, managing money, marketing, and the agronomics of what we do. Solutions are available for each of these issues. The solution to almost every problem I encounter causes me to change in some way. As I watch others in our industry struggle, I find that they are often unwilling to change.

I have watched the trade magazines change over the years. I still like reading a hard copy. My favorite articles are still when you feature companies and give a thorough background on them. That is

one of the main ways I learn. Keep up the good work.

— **Larry Ryan**, *president, Ryan Lawn & Tree, Kansas City, MO*

Pricing pressure

I just finished reading your article "Sizing Up The Challenge" by industry consultant Kevin Kehoe in *Landscape Management* magazine (September 2010). I was struck by how similar my company is to the example you gave and how aligned my goals are to increasing my enterprise value with your example.

I agree that the old way of doing business is dead! We have never seen so much price pressure in 20 years of business!

— **Thomas M Wood, CLP**, *Wood Landscape Services, Hilliard, OH*



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