CONTENTS» **OCTOBER 2011** VOL 50 ISSUE 10 Taking measure of the Industry Pulse

SPECIAL ISSUE > **BEGINS ON PG 81**

LEADERSHIP

84 The journey starts by taking that first step Even successful business owners sometimes need a little push in the right direction.

88 The CATA List for taking effective action Powerful actions have the ability to initiate powerful results

90 Give employees ownership thinking How to develop employees to think, act and care as you do.

96 Leave no man behind The only survivor of the helicopter crash that inspired the movie "Black Hawk Down" explains that for a business to excel, all employees must be successful.

PFOPIF

98 Most valuable assets Despite the economy, landscape companies aren't taking their employees for granted.

100 Customer satisfaction

guaranteed To stay ahead of the curve, companies are making a stronger push to build on their customer foundation.

102 The changing face of H-2B

Rapidly changing rules and regulations make it difficult for landscape contractors using temporary workers to plan for the future work force.

106 All in the family Words of wisdom on how to run a family business

FINANCE

110 Planning for retirement The sooner you plan for the future, the better off you'll be when it gets here.

112 Successful selling Simple steps you can take to make your business more attractive to a potential buyer.

114 How to wing the marketing war In the battle for customers, winners and losers are determined by market share, growth and profitability. Are you prepared for combat?

118 Growth through acquisition Finding the right business is more than just crunching numbers; it also involves blending cultures.

SOCIAL NETWORKING

120 Facebook marketing

Ease of use has made Facebook the simplest way to engage in social media marketing, but like many other tools, it can fall prey to the same issues that dog most small business marketing efforts.

123 Measuring social media ROI The route from time to money is not as direct and easily measurable as people would like



GROWTH PROFILES

BUSINESSPLA

SOCIAL

Managemer

FADERSH

PEOPLE

125 A talk with 12 executives from companies that are not only surviving, but thriving.

RESOURCE PROFILES

139 A look at what some of the top companies in the Green Industry have to offer

continued on page 4 >> >>

ON THE COVER Illustration by: Istock International Inc.

CONTENTS»

OCTOBER 2011 VOL 50 ISSUE 10



FEATURES

32 Prepping for the powder (B)(M)How to prepare for any snow event. BY RANDY STRAIT

42 Project Portfolio

Stephen Dubner Landscaping creates a colorful, turf-free environment in a verv narrow space.

44 Better practices: Proper grading (B)(M)

Impress customers and reduce the risk of falling with proper grading. BY CASEY PAYTON

48 Add-on service (B)

Offering palm trees outside of a tropical climate may not be a big profit booster, but this Minnesota business owner found it offers value in other ways. BY CASEY PAYTON

79 Visa incentive cards (B)

Non-traditional marketing builds loyalty among customers and employees. BY JANET AIRD

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

B - Business, D/B - Design/Build, I - Irrigation, LC - Lawn Care, M - Maintenance

DFPARTMENTS

12 News & Views ValleyCrest Cos.' Burton Sperber; RISE honor; FromDesign2Build.com; U.S. Lawns anniversary; green building master's degrees; Morbark demo days

24 Progress Landscape lighting pros revel in the field's dramatic progress. BY BETH GERACI

26 Risk Management Help prevent business interruptions with theft insurance. BY CASEY PAYTON

28 Lawn Care Pro Roger Jacobi, Oklahoma City, OK BY DAN JACOBS

Barnyardgrass; pearlwort

78 A Cut Above Reliable Property Services, St. Paul, MN BY BETH GERACI

188 LM Reports

Vehicles & accessories; site preparation & maintenance; stand-on mowers: herbicides

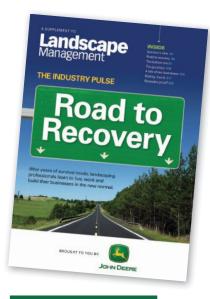
200 My Biggest Mistake Evaluate relationships up front, so they don't cost you in the end. BY CASEY PAYTON

COLUMNS

- 10 Jacobs' Journal BY DAN JACOBS
- 22 Whit's World BY RON HALL
- 40 Best Practices BY BRUCE WILSON
- 76 The Benchmark BY KEVIN KEHOE

IN EVERY ISSUE

197 Resources 198 Classifieds



SPECIAL REPORT

THE INDUSTRY PULSE: **ROAD TO RECOVERY**

After years of survival mode, landscaping professionals learn to live, work and build businesses in the new normal.



OUR MISSION: Landscape Management — the leading information resource for lawn care, landscape maintenance, design/build and irrigation contractors — empowers Green Industry professionals to learn from their peers and our exclusive business intelligence from the only experienced editorial team in the market. Serving as the industry conscience for 50 years, we not only report on but also help shape news, views, trends and solutions.



30 Weed Watch