

# CONTENTS

AUGUST 2012  
VOL 51, ISSUE 8

## COVER STORY



# 18

### REBRANDED

Changing your company name might be a hassle, but it could pay off.

BY MARISA PALMIERI

## FEATURES

### 28 Obamacare's tax hikes

Businesses await rising taxes as the result of the Affordable Care Act, ruled constitutional in June. BY MARK E. BATTERSBY



### 32 A seat in the shade

Heaviland Enterprises helps give one school a gift for the ages. BY BETH GERACI

### 56 Project Portfolio

NKO maintains, in a sustainable way, a traditionally cultural open space.

## DEPARTMENTS

### 10 Progress

Phil Cavotta of Cavotta Landscapers recalls working on the Rock Hall grounds before its grand opening. BY BETH GERACI

### 13 Industry Snapshot

The Green Industry at a glance

### 14 News & Views

Renewal & Remembrance; OFA, ANLA create new association; Swingle acquires lawn care firm; and more

### 39 Lawn Care Pro

Steve Pattie, Novelty, Ohio  
BY BETH GERACI

### 40 Weed Watch

Pineappleweed; American burnweed

### 50 LM Reports

### 58 Add-on Biz

With a specialty application, an Illinois company adds revenue in lawn renovations. BY CASEY PAYTON

### 60 A Cut Above

Zack Kline, Montgomery County, Md.  
BY MARISA PALMIERI

### 64 My Biggest Mistake

Nathan Helder regrets not hiring a finance manager sooner. BY CASEY PAYTON

## COLUMNS

### 8 Editor's Note

BY MARISA PALMIERI

### 38 The Benchmark

BY JEFF HARKNESS

### 54 Best Practices

BY BRUCE WILSON

## IN EVERY ISSUE

62 Classifieds 63 Resources



## SPECIAL SECTION

### 43 SNOW + ICE GUIDE

Read up on the newest job-tracking tech and what products this season has in store (page 47).

ON THE COVER  
Illustration: Jeff Bennett